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AQUILEGIA
Long Spurred
Scott-Elliott

"NEMAPEG"

(Trade-Mark)

THE HOME OF FINE PLANT MATERIAL
Presents!

For Spring and Fall 1940

PERENNIALS OF DISTINCTION

Fine Evergreens, Superb Hardy Flowering
Shrubs, Choice Rhododendrons and Azaleas,
Magnificent Dogwood, Magnolias, Japanese
Cherries, Crabs, etc.



DELPHINIUM HYBRIDS

**BUY "NEMAPEG"
FOR**

**HIGH
QUALITY**

**PROMPT
SERVICE**

**FAIR
PRICES**

**DOUBLE
VALUE**

**NEW MARKET PERENNIAL
GARDENS**

August S. Hoffer
Proprietor and Gen. Mgr.

NEW MARKET, New Jersey

Phone
Dunellen
2-7053

Please Read Before Ordering

Remittance should accompany all orders. Postal Money Orders, Express Money Orders or your personal check. If cash is enclosed, be sure to register your letter. **PLEASE DO NOT SEND STAMPS!** These are not legal tender.

Where no extra remittance for parcel post shipment is sent, delivery will be made either by express or parcel post, whichever suits the case best. In either case shipment of such an order will be **CHARGES COLLECT!**

Evergreens, shrubs, etc., excepting perennials and rock plants, are always shipped by express, charges collect, **except where noted.** On large orders of heavy Evergreens, it is sometimes advisable to ship by freight to reduce the transportation charges. However, express rates on nursery stock have been lowered 25 per cent. Express is quick, expedient, and safe.

Orders for rock plants, annuals and perennials amounting to \$1.00 to \$2.00 should be accompanied by 15c for packing and postage. On orders for \$2.00 to \$5.00, add 25c. Orders for \$5.00 and up sent prepaid, on rock plants, annuals and perennials only.

Due to conditions over which we have no control, and the fact that plants are living organisms that breathe, eat and drink, we give no warranty, either expressed or implied, as to the productiveness of any stock purchased, other than that it shall be as advertised and represented.

All claims for errors or receipt of damaged goods must be made immediately upon receipt of stock, otherwise such claims cannot be properly entertained. Adjustments made promptly and cheerfully whenever we are to blame.

All Stock Guaranteed to Arrive in A-No. 1 Planting Condition.

NEW MARKET Perennial Gardens

NEW MARKET, N. J.

Aug. S. Hoffer, Prop. and Gen. Mgr.

Phone: Dunellen 2-7053

By Popular Demand

We Refeature these Collections

"Border Grace"

A Rare Novelty Collection for the
Perennial Garden or Border

- | | |
|---------------------------------|-------------------------------------|
| 1 Japanese Iris | 1 Campanula Persicifolia "Pfitzeri" |
| 1 Sidalcea | 1 Heuchera Brizoides |
| 1 Lythrum | 1 Pardonanthus Chinensis |
| 1 "Nemapeg's" New Pink Veronica | 1 Chrysanthemum, Laciniated |
| 1 Long-Spurred Hybrid Columbine | 1 Asclepias Tuberosa |
| 1 Spirea Filipendula Hexapetala | 1 Delphinium Bellamosum Improved |

12 Heavy 2-3 Year Plants for ONLY \$2.50

"Rock Beauty"

A Rare Novelty Collection for the
ROCK GARDEN

- | | |
|---------------------------|-----------------------------|
| 1 ANEMONE Pulsatilla | 1 IBERIS Sempervirens |
| 1 PRIMULA, Giant Munstead | 1 GERANIUM Atrosanguineum |
| 1 HEUCHERA Sanguinea | 1 THYMUS Coccineum |
| 1 LINUM Flavum Compactum | 1 IRIS Pumila |
| 1 SILENE Schafta | 1 ASTER, Countess of Dudley |
| 1 CAMPANULA Poscharskyana | 1 LAVANDULA Vera |

12 Heavy 2-3 Year Plants for ONLY \$2.50

"Regal Bouquet"

A Rare Novelty Collection for the Cutting Garden

- | | |
|--------------------------|-------------------------|
| 1 GRENADIN CARNATION | 1 GAILLARDIA, Burgundy |
| 1 ARTEMISIA Lactiflora | 1 SCABIOSA Caucasica |
| 1 CENTAUREA Macrocephala | 1 VALERIANA Officinalis |
| 1 HEMEROCALLIS Flava | 1 HYBRID DELPHINIUM |
| 1 GYPSOPHILA Acutifolia | 1 THERMOPSIS |
| 1 BOLTONIA Latisquama | 1 TROLLIUS |

12 Heavy 2-3 Year Plants for ONLY \$2.50

(All 3 Complete Novelty Perennial Collections for only \$7.00)

AN OPPORTUNE "BUY"

Plant Today - The "Nemapeg" Way

REMEMBER! The earlier you order the earlier you will plant and **THE MORE FLOWERS YOU WILL HAVE!**

"NEMAPEG'S"

SUPERIOR PERENNIALS

Are a SPECIALTY With Us

Our "First Love," we may say and still our most cherished.

No ornamental field offers a greater thrill for any garden enthusiast than that allotted to the Hardy Flowering Perennial. Every plant has a remarkable history. Its manner of discovery, origination and land of birth. Nature's bountiful gift to a harried mankind.

The exquisite beauty of their bloom softens the harshness of a troubled civilization and reflects only peace, harmony and romance. Through the ages they have inspired poems, songs, ballads and remain as untainted as the day they first attracted man's attention.

Their sturdy, robust make-up carries them through cold, cheerless winters and severe weather conditions, ready to unfold their beauty for all to admire.

"Beauty," all of you can have. Such glory is obtained from "Nemapeg's" Perfect Perennials. Color, form, display, neatness and prolific bloom combined in each and every plant.

No plant less than two years old, field-grown. Heavy, well rooted stock of superior quality.

For a PERFECT PERENNIAL GARDEN buy NEMAPEG SUPERIOR TIME-TESTED PERENNIALS! They are Unusual, Different and Exclusive.

Perennials live from year to year, require no coddling and are easy to grow. They make their home in any garden. PLAN AND PLANT NOW!

AQUILEGIA (Long-Spurred Columbine).

A., Dobbie's Imperial Hybrids. (True strain.) These new Columbines are considered the best English mixture offered up-to-date. Beyond comparison for their range of color and robust growth. The largest spurred Columbines we have ever seen. The widest variety of delicate pastel tints. 2 to 2½ feet. From late May to early August. For the border or rockery. Heavy clumps. 35c each; 3 for \$1.00.



ARENARIA Montana

A., Nemapeg's Mixed Long-Spurred Columbine. A wonderful assortment of colors and shades. From selected seed. 2 to 2½ feet. Bloom from May to August. Heavy clumps, 25c each; 5 for \$1.10.

ARENARIA Montana (Sandwort). 4- to 6-inch close tufts profusely covered with small silvery white flowers in early May. Unsurpassed as an edging plant and for rockeries, in sunny places. Flowers resemble small, white, upturned Morning Glories. Strong plants, 25c each; 5 for \$1.10.

ACHILLEA Tomentosa (Milfoil or Yarrow). 6 to 8 inches. A fine rockery gem. Bright yellow flowers in July to September. Woolly green leaves. Neat habit and very showy. Strong plants, 25c each; 5 for \$1.10.

ANCHUSA Myosotidiflora (Alkanet). A splendid and distinct dwarf perennial from Russia. Clusters of charming blue flowers resembling Forget-me-nots. Large, handsome foliage. An effective border or rock plant for shady or sunny places. Blooms during May and June. 12 to 15 inches high. Heavy clumps, 35c each; 3 for \$1.00.

ANEMONE Pulsatilla (Pasque Flower). Grows from 9 to 15 inches high. Low, finely cut foliage. Violet and purple flowers in April and May. Blooms resemble the Crocus. For the rockery or well drained border. Strong plants, 25c each; 5 for \$1.10. Heavy clumps, 35c each; 3 for \$1.00.

ARMERIA Caespitosa (Thrift or Sea Pink). A rare and charming little Alpine. Miniature tufts of bright green, covered in June and July with a mass of stemless flowers of a bright rose and snowy white. 3 to 4 inches only. Compact and neat. For the rockery. Strong plants, 35c each; 3 for \$1.00.

AUBRIETIA Deltoidea (Rainbow Rock Cress). Exquisite dwarf growing plants for the rockery or the edge of the border. Masses of silvery green foliage and sheets of lilac and purple flowers in the spring and early summer. A vivid splash of color. 4 to 6 inches. Strong plants, 25c each; 5 for \$1.10.



ANEMONE Pulsatilla

AQUILEGIA, Scott Elliott Hybrids.

In the finest mixture of colors, including reds, yellows, blues, white, etc. An excellent gem. 2 to 2½ feet. Late May to early August. For border or rockery. Heavy clumps, 30c each; 4 for \$1.10.

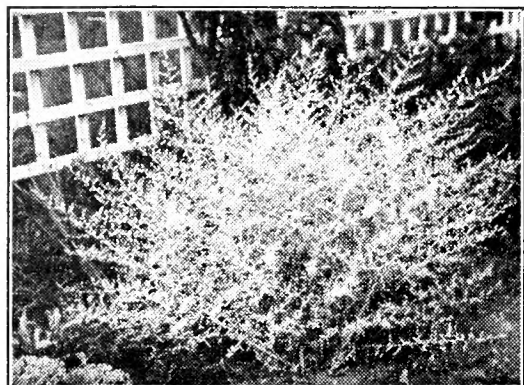
A. Flabellata nana alba. A superb and delightful dwarf sort for the rock garden. Perfect, heavy, glaucous foliage and waxy ivory-white flowers. 8 to 10 inches tall. Blooms in May and June. A showy Japanese variety. Heavy clumps, 35c each; 3 for \$1.00.



AUBRIETIA Deltoidea

"NEMAPEG'S" Superior Perennials

PLAN YOUR GARDEN NOW! Select "Nemapeg's" Cutting Perennials, Border Plants, Rockery Gems



ARTEMISIA, Silver King

ARTEMISIA (Southernwood or Sage Brush).

A. Lactiflora. A tall-growing plant 5 to 6 feet in height. Fine foliage and heads of small creamy white flowers in plume form during August and September. Their fragrance fills the entire garden. Fine for cutting. Excellent "background." **Strong plants, each, 25c; 5 for \$1.10.**

A., Silver King. A magnificent white-leaved foliage plant that deserves a place in every garden. A silvery misty effect is obtained in the setting off of bouquets and floral arrangements. Mingles well in any border and among evergreen plantings. Sprays may be cut and dried for winter bouquets. 2½ feet tall. A bright silver the entire season long. **Strong plants, each, 25c; 5 for \$1.10.**

ASCLEPIAS Tuberosa (Butterfly Flower). Showy perennial flowering during July and August. 1½ to 2 feet. Produces umbels of bright orange-colored flowers on showy stems. Flowers are beautiful and may be cut as they are very lasting. A border item of sterling worth. **Strong roots, each, 25c; 5 for \$1.10.**

Plan your garden now!
Select "Nemapeg's" Cutting Perennials, Border Plants, Rockery Gems.



ASTER, Barr's Pink

ASPHODELUS Luteus (Asphodel). Spikes of bright yellow flowers arising from swordlike fragrant tufts of leaves. Fine for borders. Blooms during May and June. 3 to 4 feet. Plant in groups of three or more for best effect. **Strong "Nemapeg" quality plants, each, 35c; 3 for \$1.00.**

ASTER (Starwort or Michaelmas Daisy).

A., Barr's Pink. The finest bright pink. Vigorous grower. 2½ to 3 feet and sometimes 4 feet tall. Blooms during September and October. Produces large and well-formed flowers in great abundance. Excellent for cutting. **Strong plants, each, 35c; 3 for \$1.00.**

A. Frikart, Wonder of Staffa. The finest garden plant of recent introduction. Lavender-blue flowers 2 to 2½ inches in diameter produced from June until the middle of November. Thrives well in light shade. Perfect in full sun. A prolific show of flowers the entire summer. 2½ feet. Every individual flower perfect. Very new! Supply limited! **Strong plants, 50c each; 5 for \$2.00.**

A. Luteus. A beautiful perennial. In constant bloom from September until November. Grows 2 to 3 feet and produces sprays of rich lemon-yellow bloom. The sprays are invaluable for cutting as they are fine mixers for larger flowers. A bright show in the border or cutting garden. **Strong plants, 35c each; 3 for \$1.00.**

A., Countess of Dudley. One of the finest dwarf Asters in cultivation. A charming clear pink with yellow eye. Of low, bushy habit, it forms a plant several feet in diameter, completely studded with bloom during late September. 10 to 12 inches. For the rockery or border. **Strong plants, each, 20c; 6 for \$1.10.**



CAMPANULA Carpatica

AGROSTEMMA (Rose Campion or Joy of Love).

A. Coronaria atrosanguinea (Improved Mullein Pink.) This is a new variety with blood-red flowers and silvery foliage. 2 to 2½ feet. Blooms in June and July. A distinct superior over the common Mullein Pink. It is choice. A border plant of merit. **Strong plants, 25c each; 5 for \$1.10.**

BOLTONIA (Bolton's Starwort).

B. Latisquama. Resembling the hardy Asters, this variety is by far the "best" of all the Boltonias. From late August until frost it is a profuse mass of bright pink Daisies on strong erect stems. Unexcelled for cutting. Grows 4 to 6 feet. **Strong plants, each, 20c; 6 for \$1.10.**

BUPHTHALMUM (Ox-Eye Daisy). A tall-growing perennial. 3 to 4 feet. Showy in the border and group plantings. Bright orange-yellow flowers 3 inches across. Large deep green foliage. Likes sun. Blooms throughout the summer. **Strong plants, 25c each; 5 for \$1.10.**



ASCLEPIAS

CALLIRHOE Involucrata (Poppy Mal-low). An unusual gem for the rockery. A trailing plant with finely divided deep green foliage. Saucer-shaped flowers of bright crimson with white centers. Blooms all summer and fall. A priceless addition to the rockery. **Strong plants, each, 25c; 5 for \$1.10.**

CALLUNA Monstrosa, Pink (Scotch Heather). A low-growing shrub with erect branches covered with short, closely adpressed leaves. The pretty bell-shaped flowers are produced in great profusion toward the tops of the shoots.

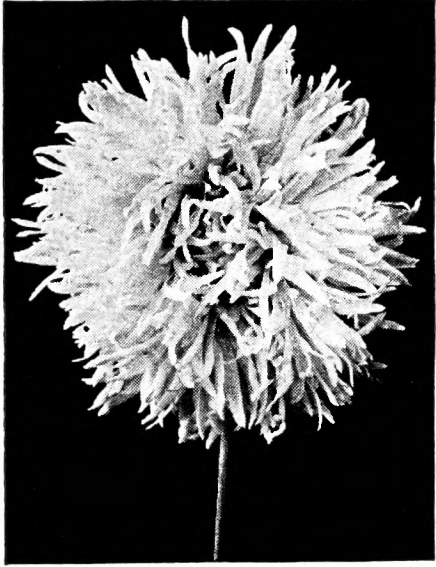
In strong young clumps at 35c each or only 3 for \$1.00. Fine for the rockery or low border. Grows 12 to 15 inches. Foliage evergreen. A novel item.

CALANDRINIA Umbellata. A showy, dwarf plant, 6 inches, that produces, in the spring and during summer a mass of vivid crimson flowers of great beauty. Quite rare and unusual. For the rockery. **Each, 20c; 6 for \$1.10.**

**PERENNIALS
MAKE
EXCELLENT
"Gift Items"
A
Living
Remembrance**

"NEMAPEG'S" Superior Perennials

"ALWAYS IN DEMAND"



CHRYSANTHEMUM, Laciniated

CAMPANULA (Bellflower).

- C. *Alliariaefolia*. 2½ feet tall. Produces creamy white pendent bells on long spikes during July to September. Showy in the border. **Strong plants, each, 25c; 5 for \$1.10.**
- C. *Carpatia* (Carpathian Harebell). Popular variety. Dwarf in habit, only attaining 6 inches. Pretty foliage. Blooms in July up to September. White and blue. **Strong, 2-year plants, 20c each; 6 for \$1.10.**
- C. *Macrantha*. The perennial Canterbury Bell. Large clusters of deep purple flowers on 3-foot stems during June and July. A fine border and cutting supplement. **Strong plants, 25c each; 5 for \$1.00.**
- C. *Punctata*. An unusual and novel Bellflower. A very prolific bloomer during June till August. Grows 2½ to 3 ft. The bells produced measure 3 to 4 inches in length and resemble long round tubes. A light pinkish lavender in color. An outstanding variety. **Strong plants, 25c each; 5 for \$1.10.**
- C. *poscharskyana* (Siberian Harebell). A recent introduction. One of the most profuse blooming Alpine Bellflowers. Prostrate stems simply covered with small cup-shaped rich blue blooms. Forms compact, solid tufts that are, in themselves, pictures of beauty. Blooms all summer. 6 to 8 inches. Fine for edging and the rockery. Thrives well in semi-shade. **Strong plants, 25c each; 5 for \$1.10.**
- C. *Rotundifolia* (Bluebells of Scotland). Exquisite plants producing slender branches laden with clear blue flowers of striking beauty. Especially suited for crevices in the rock garden or deep slopes. Pendent habit. Constantly in bloom all summer. Attains 10 to 12 inches. Extremely hardy. **Strong plants, 25c each; 5 for \$1.10.**

CAMPANULA *Persicifolia grandiflora* (Peach Bells). One of the finest border plants. Also good for cutting. Improved strain with stiff 3-foot stems bearing large well-shaped bells. Blue and white mixed. Blooms from June well into the summer. **Strong plants, 20c each; 6 for \$1.10.**

C. *Persicifolia* "Pfitzer." An exceptionally fine double Peach Bell, in blue and white. A striking "show" in the border. The only double Bellflower of distinct merit. 3 feet. June till August. **Strong plants, 25c each; 5 for \$1.10.**

C. *Persicifolia*, *Telham Beauty*. The finest improved Peach Bell. Single flowers of China blue. Unusually large bells. Very free flowering. The "aristocrat" of the Bellflowers. **Each, 35c; 3 for \$1.00.**

CASSIA *Marilandica* (Indian Senna).

Racemes of showy orange-yellow flowers during July and August, as well as September. Striking pinnate foliage. A fine border or "background" plant of the easiest culture. 4 to 5 feet. "Marilandica" the best for your garden. **10 strong 2-year plants for only \$1.10; 15c each. 3-year plants, each, 25c; 5 for \$1.10.**

CENTAUREA *Dealbata* (Knapweed). Showy, shaggy flowers of rose-pink, shaded with lavender. June and July. 2 to 2½ feet. Fine for the border or cutting garden. **Strong plants, 20c each; 6 for \$1.10.**

C. *Macrocephala*. Large, golden yellow thistle-like flowers on strong erect stalks. July and August. Combined with Delphinium it is a highly decorative cut flower. Extremely showy in the border. **Strong plants, 15c each; 8 for \$1.10.**

CARNATIONS, Hardy Grenadin

This fine double fragrant Carnation is the best and most popular. The brilliance of color and its neat blue foliage and habit make it an invaluable addition to your garden. Stiff, stocky stems, long enough for cutting. Not lanky or untidy. Fine mixture of yellows, reds, blacks, pinks, etc. Blooms all summer. 1 to 1½ ft. **Strong plants, 25c each; 5 for \$1.10.**

CHRYSANTHEMUM, Laciniated.

A recent introduction into the Shasta Daisy family. Pure white with fine curled petals. Large flowers on erect well-balanced stems. Blooms during June and July with a showing of bloom as late as October. **Strong plants, 20c each; 6 for \$1.10.**

DELPHINIUM *Belladonna Improved, Cliveden Beauty*. An improved strain over the ordinary light blue single so important and useful as a cut flower. Blooms are larger and spikes taller. A good grower. **Strong plants, 25c each; 5 for \$1.10. Heavy clumps, 35c each; 3 for \$1.00.**

DELPHINIUM, Nemapeg's Hybrids. Including California Imperials, Wrexham, Blackmore & Langdon, and others. The finest Hollyhock types. DeLuxe English and American strains, blended under the heading, "Hybrids of Distinction." Stately rugged plants with sturdy erect stalks. Very large flower spikes. Enormous florets in shades running from sky-blue to royal purple, with delicate tones of lavender and rose. A high percentage of doubles. Single florets have attained 2 inches in diameter. **Strong plants, 35c each; 3 for \$1.00. Heavy clumps, 50c each; 6 for \$2.25.** Supply limited. Bloom all summer. A "needed" plant for the border and cutting garden.

Beautiful Delphinium "Cardinale"

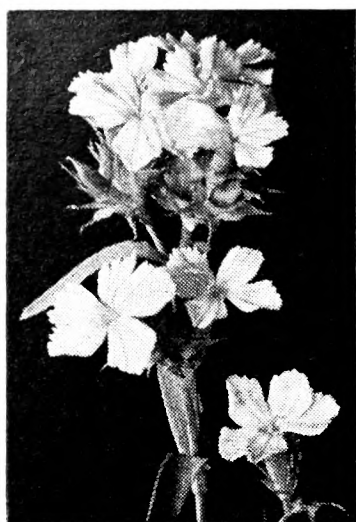
A REAL BRILLIANT SCARLET

The finest Red Delphinium that we have ever seen. Strong, robust grower, producing long well-filled out spikes of brilliant scarlet flowers. A native of California. Bright, glossy foliage. 3 to 4 feet. "Nemapeg's" Sensation for 1940. The demand will be great. Place your order early. **Strong, pot-grown plants, each, 25c; 5 for \$1.10.**



**Let "Nemapeg" Rebuild
Your Garden!**

"NEMAPEG'S" Superior Perennials



DIANTHUS Knappi



GEUM, Mrs. Bradshaw



HEUCHERA Sanguinea



DICENTRA—Bleeding Heart

Old-Fashioned "Bleeding Heart"
Should Grace Every Border

DELPHINIUM, Bellamosum Improved. A great improvement over the old-fashioned rich, indigo-blue single. Like Cliveden Beauty the flowers are much larger and spikes taller. Heavy foliage. **Strong plants, each, 25c; 5 for \$1.10. Heavy clumps, each, 35c; 3 for \$1.00.**

DIANTHUS Pyrodicticulus. A tall-growing Carnation, 2 to 2½ feet, bearing single and double flowers in great profusion. Clove-scented. Forms immense compact tufts that are close and bushy and not lanky or weedy. Foliage a glaucous green. Prolific bloomer during June, July and early August. Pink and white shades, as well as striped. **Strong clumps, 25c each; 5 for \$1.10.**

D. Allwoodi. An English novelty resembling a dwarf Carnation. A complete range of bright colors. Heavy tufts of blue foliage. Single flowers in profusion all summer up to November. Very fragrant. 10 to 12 inches. **Strong clumps, 25c each; 5 for \$1.10.**

D. Knappi. This is a unique Dianthus, as it is the only species which produces yellow flowers. Place it high in the rock garden as it loves a dry sunny spot. Slender stems are produced during July and August and bear clusters of small bright yellow blossoms. Rare and novel. **Strong clumps, 35c each; 3 for \$1.00.**

D., Sweet Wivelsfield. Extra large fringed flowers in a bright rainbow mixture. A new hybrid variety of Pinks. A cross between Carnation and Sweet William. Habit about the same as Sweet William, but it blooms all summer. Fine for border, rockery or cutting. 15 to 18 inches. **Strong plants, 20c each; 6 for \$1.10.**

DICENTRA Eximia (Plumy Bleeding Heart). Dwarf, finely cut foliage, showy racemes of pretty drooping red hearts. A fine border plant and an indispensable rockery gem. Blooms from early until late fall. 15 to 18 inches. **Strong clumps, 25c each; 5 for \$1.10.**

D. Spectabilis (Dielytra, Old-Fashioned true Bleeding Heart or Seal Flower). An old-fashioned favorite. The long racemes of graceful heart-shaped red flowers are always lovely in the June garden. At home in any part of the border and especially valuable for planting in clumps. Will stand shade. Every garden merits this grandmother's favorite. 18 to 24 inches. Heavy divisions, 3 to 5 eyes, only 35c each; 3 for \$1.00.

DICTAMNUS Fraxinella caucasicus (Gas Plant or Fraxinella). An aristocrat for the perennial border. Forms a symmetrical bush 2½ to 3 feet high. Fragrant glossy foliage. Heavy spikes of rosy pink flowers with deeper veins cover the plants during June and July. Likes an open sunny position. Will thrive on any soil, but does best in heavy, strong soil. Improves with age and likes to remain in a permanent location. Lives indefinitely. Extremely hardy. Unusual and striking. Fine for cutting. **Heavy, 3- to 4-year plants, each only 40c; 3 for \$1.10. Also 2-year, 25c each; 5 for \$1.10.**

EREMURUS. The world's most beautiful Lily. A new and rare supplement for the perennial garden. Attains a height of 5 to 6 feet with gigantic long and handsome spikes of bloom. In lemon, pink and white. **50c per 1- to 2-year roots. A very rare plant. May and June. Also in orange shades.**

EUPHORBIA Polychroma (Spurge; Milk-wort). A compact, formal plant attaining a height of one foot. Forms a beautiful rounded clump covered with yellow flowers in May and June. One of the best yellows for rock garden or low border. **Strong clumps, 25c ea.; 5 for \$1.10.**

GAILLARDIA, Burgundy (Blanket Flower). The first of the all-red Gaillardias. Of European origination. A fine copper-red novelty. A colorful addition for the border, giving bloom the entire summer into November. Excellent for cutting. Likes sun. 2 to 2½ feet. **Strong plants, 25c each; 5 for \$1.10.**

GERANIUM Sanguineum (Crane's Bill). A fine American native. Handsome, deep green lacinated foliage covered with bright crimson flowers all summer. 18 inches high. Forms a compact plant; very showy. **Strong plants, 25c each; 5 for \$1.10.**

GEUM (Avens).

G. Coccineum, Mrs. Bradshaw. Bright scarlet double flowers on branching 18-inch stems, blooming from June well into August.

G., Lady Stratheden. A new introduction of great merit. Rich double golden yellow flowers on erect 18-inch stems. A counterpart of Mrs. Bradshaw. June-August.

G. Atrosanguineum. Deep crimson. 2 ft. Profuse bloomer. Flowers single and semi-double. Very showy. June and August.

The above, 20c each; 6 for \$1.10.
Strong plants.

GYPSOPHILA (Chalk Plant; Baby's Breath).

G. Acutifolia. A fine cut flower and border plant. Pretty minute lilac-rose flowers on erect stems. Produces a misty effect in bouquets. 1½ to 2 feet. Blooms during June, July and August. **Strong roots, 20c each; 6 for \$1.10.**

G. Oldhamiana. A newcomer to the Baby's Breath family. A strong, erect grower producing very large heads of bright pink flowers. Very hardy. June, July and August, as well as September. A fine cut flower. **Strong roots, each, 25c; 5 for \$1.10. Supply limited.**

G., Rosenschleier, "Rosy Veil." A splendid new introduction. Semi-dwarf in habit, it produces masses of double pink flowers the entire summer. Heavy, bluish foliage. Dainty well-shaped double flesh-pink flowers. A fine gem for the garden and low border, as well as the rockery. Grows 10 to 15 inches. A rare novelty still limited. **Strong plants, 35c each; 3 for \$1.00.**

GLOBULARIA Cordifolia (Globe Daisy). Pretty globe-shaped blue flowers in June and July which rise 8 inches above dark evergreen foliage. A brilliant picture in the rockery and a splendid addition to the well-drained border. **Strong plants, 25c each; 5 for \$1.10.**



GAILLARDIA, Burgundy

"Gypsophila, Rosy Veil" is a new and rare "Rock Gem"

"NEMAPEG'S" Superior Perennials

HELLEBORUS Niger (Lenten Rose or Christmas Rose). Excellent and rare plant for shady places. Gigantic white flowers often flushed with purple. Evergreen foliage. Blooms in February and March. 1 foot. Supply very limited! **Strong blooming-size plants, 89c each.**

HEMEROCALLIS (Day Lilies).

H. Flava (Lemon Lily). Sweet-scented, clear yellow, producing large, well-shaped Lilies on strong erect stems. 2½ to 3 feet. Very hardy and will thrive under all conditions. The demand for this Lily is rapidly increasing as it is so striking and attractive in the garden. Flowers in June and stays in bloom for weeks. Excellent for cutting. **Strong plants, 25c each; 5 for \$1.10.**

HEUCHERA (Coralbells; Alum Root).

H. Sanguinea. Really one of the finest of our perennials. Resembling Lilies-of-the-Valley, the flowers of this variety are bright crimson-red and are borne on 12- to 18-inch erect stems. Blooms from June to September. Attractive evergreen foliage. Fine in rockery and border. **Strong plants, 25c each; 5 for \$1.10.**

H. Brizoides. Delicate sprays of bright pink bells rise gracefully from leathery tufts of foliage. Blooms in May and well into the summer. 12 to 18 inches. **Strong plants, 25c each; 5 for \$1.10.**

H. Parviflora. Yellow. A rare variety and novelty. Beautiful sprays of yellow miniature bells arising stiffly from the low beautiful evergreen foliage. Very unusual. A desirable supplement for your rockery. Supply limited. **Strong plants, 30c each; 4 for \$1.10.**

All Coralbells prefer an acid soil, if possible. However, they seem to thrive equally well on sandy, heavy, sweet and acid soil, as well as shade or sun. A tremendously useful attractive perennial. Fine for cutting, too.



HEMEROCALLIS—Day Lily

HYPERICUM (St. John's Wort).

H. Fragile. A very pretty trailing alpine with light green foliage, retained during winter. During May and June the whole plant is filled with gorgeous star-shaped golden yellow flowers of good size. A most imposing show in the rockery. Grows only 6 to 8 inches. The evergreen foliage alone is a remarkable picture. A dainty gem for the rockery. **Strong plants, 25c each; 5 for \$1.10.**

INULA (Fleabane).

I. Grandiflora (Golden Beauty). Large yellow flowers of striking beauty. Resembling large golden Daisies, the flowers are borne on strong, erect stems, 12 to 18 inches. Blooms from June till August. A blessing in the border and invaluable as a cut flower. **Strong plants, 25c each; 5 for \$1.10.**

IBERIS (Candytuft). A neat and compact evergreen dwarf. Covered with a sheet of pearly white flowers in early summer it becomes the "show" of its surroundings. Fine for edging for beds or for your rockery. 8 inches tall. The plant resembles Daphne Cneorum a great deal. **Strong plants, 20c each; 6 for \$1.10.**

IRIS Kaempferi (Japanese Iris). The queen of them all. Large blooms 5 to 6 inches in diameter, orchid-like in appearance, borne on strong, upright stalks 2½ to 3 feet tall. Blooms during late June and during July. A perfect mass of bloom unrivaled by any other perennial. The range of colors is most striking. Every shade beautiful. Japanese Iris are alluring in the border and welcome in the cutting garden. Makes a superb and splendid cut flower. **Heavy plants, 25c each; 5 for \$1.10. 2-year, strong plants, blooming size, 10c each; 12 for \$1.10.**



"Japanese Iris"
Are the "Tops." Plant Them
Freely.

I. Pumila (Miniature Flag). Dwarf spring Iris. Extensive color range. 6 to 8 inches. Blooms during April and May. Fine for the low border, rockery and pools. Large charming flowers. **Strong plants, 20c each; 6 for \$1.10.**

LAVANDULA (Lavender).

L. Vera. This is the true sweet scented English lavender. Forms a compact blue-gray plant about 18 inches high. Delightfully fragrant. The showy blue flowers in July and August rise 8 to 10 inches above the beautiful foliage. An old favorite that never grows old. Fine for the border and rockery. A plant every garden should have and know. Perpetually beautiful both summer and winter. **Strong plants, 20c each; 6 for \$1.10.**



MERTENSIA Virginia

JASIONE Perennis (Sheep's Scabious).

A fine border plant and an excellent rock gem. Resembles a dainty lavender-blue Scabiosa. Flowers during June and July. Makes a useful cut flower. Forms compact, grassy-like tufts, 8 to 10 in. **Strong plants, each, 25c; 5 for \$1.10.**

LINUM Flavum (Yellow Flax). Like its blue cousin a profuse bloomer. A fine variety with transparent yellow blossoms. Foliage is heavier than the blue. 12 inches. Good for border and rockery. **Strong plants, 20c each; 6 for \$1.10.**

LINUM Flavum compactum nanum. An interesting new dwarf yellow flax. The compact 6-inch plants are a mass of glowing yellow. Thrives in full sun in the rock garden. New! **Strong plants, 25c each; 5 for \$1.10.**

LOBELIA (Indian Paintbrush).

L. Cardinalis (Cardinal Flower). Rich, fiery cardinal flowers often producing 4 to 6 spikes 24 to 36 inches long. A vivid splash in the garden from July up to frost. Thrives anywhere. Will grow in wet places. A marvelous border plant. **Strong plants, 20c each; 6 for \$1.10.**

LYTHRUM (Purple Loosestrife).

L. Superbum roseum. For the border and the cutting garden. Very showy rosy purple spikes 2 to 3 feet high, produced in great abundance all summer. Splendid for banks of streams and ponds. **Strong plants, 20c each; 6 for \$1.10.**

MERTENSIA (Virginia Bluebells).

M. Virginia. Drooping bells of light blue, changing to coral-pink in the spring. 1 to 1½ feet. Blooms during May and June. Attractive foliage. Likes shade and moisture, but does well in full sun. One of our prettiest and most interesting native spring flowers. Fine for shady nooks in the rockery and border. **Strong bulbous roots, 15c each; 8 for \$1.10.**

MONARDA (Bee-balm; Bergamot; Oswego Tea; Haremint).

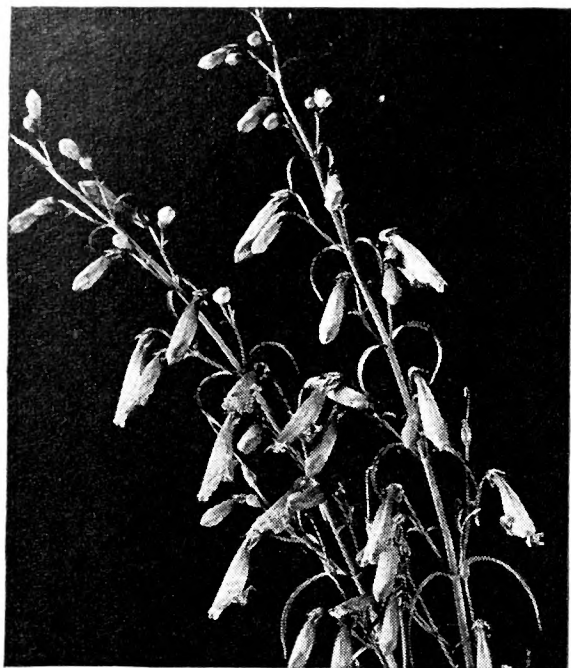
M. Didyma, Cambridge Scarlet. Brilliant crimson-scarlet flowers produced from June until August. Good plant for wild gardens, as well as border. Will thrive anywhere. 3 to 4 feet. Fragrant. **Strong plants, 25c each; 5 for \$1.10.**

Didyma Mixed. Same as the above, but in mixed colors. **20c each for strong plants; 6 for \$1.10.**

M. Fistulosa. 4 to 5 feet. Pale purple blossoms in midsummer. Very attractive. **Strong plants, 20c each; 6 for \$1.10.**

IRIS PUMILA, dwarf spring Iris, is one of the showiest of the early Iris and should be in every garden

"NEMAPEG'S" Superior Perennials



PENTSTEMON—Beard Tongue

OENOTHERA (Evening Primrose).

O. Missouriensis. A rugged little dwarf. A low species with prostrate ascending branches, and a profuse bloomer. Single flowers 4 inches across. A fine lemon-yellow. In bloom from June until August. Fine for the rockery and border. 6 to 8 inches. **Strong plants, 25c each; 5 for \$1.10.**

O. Youngi. A strong, stocky, large-leaved plant with firm, shiny foliage. Numerous bright lemon-yellow flowers on stems about 24 inches tall from June to August. A very fine border plant. **Strong plants, 25c each; 5 for \$1.10.**

PARDANTHUS (Belamcanda; Blackberry Lily).

P. Chinensis. A lovely old-fashioned flower for the hardy border. Orange-colored spotted black on 24-inch stems. The Lilies are borne in clusters. Seed pods resemble giant blackberries and are attractive. Thrives anywhere. Fine for bordering pools and in moist locations. Blooms during July and August. **Strong plants, 15c each; 8 for \$1.10.**

PENTSTEMON (Beard Tongue).

P. Barbatus Torreyi. Spikes 2 feet long of bright scarlet flowers from June till August. A very showy and hardy perennial for the border. **Strong plants, 15c each; 8 for \$1.10.**

P. Grandiflorus. The largest flowered of them all. 3-foot spikes of huge pale blue flowers. Fine for cutting. Handsome silvery leaves. July, August. **Strong clumps, 35c each; 3 for \$1.00.**

P. Laevigatus digitalis. Snowy white foxglove-like spikes produced in profusion all summer. 20 inches high. Fine for the garden. Also for naturalizing in the grass. Very hardy. **Strong plants, 15c each; 8 for \$1.10.**

P. Pubescens. A fine supplement for the border or rockery. A good wall plant. Likes hot, dry locations. Produces violet flowers shading to a flesh-pink on strong stems 24 inches high during July up to October. A valuable addition to the garden. **Heavy clumps, 35c each; 3 for \$1.00.**

POLEMONIUM (Jacob's Ladder or Greek Valerian).

P. Reptans. Fine for the rockery or low border. Bright blue flowers in June. Very compact habit. Beautiful fernlike foliage. 10 inches. **Strong plants, 25c each; 5 for \$1.10.**

PHLOX Decussata (Hardy Phlox). A perennial superb in brilliance and fragrance of bloom. From July to frost their beauty is the pride of the garden. Large pyramid-like trusses on erect, strong stalks. We list six fine varieties that will compete with any Phlox at any price.

Beacon. Compact, round heads of cherry red. Very popular. 2-yr. plants, each, 25c.

Miss Lingard. An early white with a faint pink eye. The most desirable white. 2-yr. plants, each, 35c.

Rheinlander. Rich salmon-pink, early. An old favorite, still among the best. 2-yr. plants, each, 25c.



PRIMROSE, Munstead's Giant

Feuerbrand. A fine large-flowered vermillion-scarlet. 2-yr. plants, each, 25c.

George Stipp. A beautiful glowing salmon. A new variety with large individual blooms and clusters. 2-yr. plants, each, 25c.

Rokoko. Clear, soft cattleya rose. Vigorous grower. Unusually large flowers and trusses. 2-yr. plants, each, 35c.

The entire "6" for ONLY \$1.50. Here is a "NEMAPEG" Phlox Garden to be proud of. **BRILLIANCE UNSURPASSED!**

PRIMROSES. Pert and saucy Alpines from distant lands. Lovely plants of gaudy colors. The treasures of your rock garden.

P. Veris, Munstead Giant Exhibition. A wonderful new strain producing large flowers on strong, straight stems. Includes lilac, purple, violet, buff, orange, salmon, rich reds and yellows. 6 to 8 inches. **Strong plants, 20c each; 6 for \$1.10.**

P., Barr's Exhibition Reds. Selected from prize stock of rich crimson and scarlet. The finest we have ever seen. 6 to 8 inches. **Strong plants, 25c each; 5 for \$1.10.**

P. Polyantha (True English Bunch Primrose). Profuse bloomer, early spring and summer. Rainbow mixture. 4 to 6 in. **Strong plants, 20c each; 6 for \$1.10.**

PRIMROSES—Continued

P. Elatior (Gold-Laced Primrose). Runs to unusual mottled bicolors such as crimson and rose laced with gold, maroon-brown, crested with gold. Fine for unusual effect. 4 to 6 inches. **Strong plants, 20c each; 6 for \$1.10.**

P. Vulgaris (The true Old English Cowslip). Pure yellow flowers, slightly pendent on strong stems. Profuse and early bloomer. Very robust and hardy. 8 to 10 inches. **Strong plants, 20c each; 6 for \$1.10.**

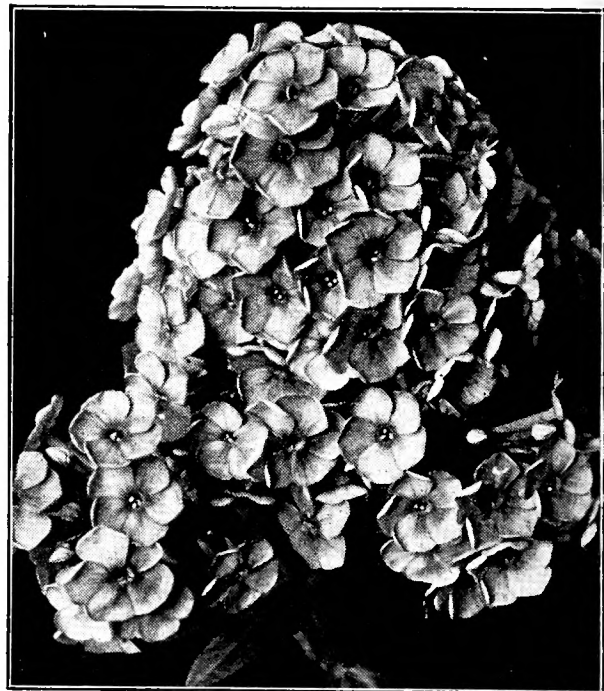
POTENTILLA (Cinquefoil).

P. Nepalensis. A semi-dwarf with handsome strawberry-like evergreen foliage. Flowers are unusually large and a burnt-orange-red on slender much-branched stems. Fine for the border or rockery. 12 to 18 inches. June and August. Very attractive. **Heavy clumps, 25c each; 5 for \$1.10.**

PRUNELLA (Self Heal; Heal-All).

P. Grandiflora. A very fine rock plant, producing round heads of violet or purple flowers all summer. Succeeds in any soil. 8 to 10 inches. **Strong plants, 20c each; 6 for \$1.10.**

PYRETHRUM. Selected Double Painted Daisies. In a range of colors that include deep crimson, bright scarlet, rose, pink, coral-pink, etc. Many will show full round heads, others are fluffy Carnation type, and some are crested like giant double Cosmos. A real beautiful and hardy perennial for the border or cutting. **Strong plants, 25c each; 5 for \$1.10.**



PHLOX, Beacon

SALVIA Farinacea, Blue Bedder. Long spikes of bright blue. Gray-green foliage. Strong, robust grower. A great improvement over the ordinary half-hardy variety. Blue Bedder is a fine perennial and makes a handsome cut flower. 2½ to 3 ft. July to September. **Strong plants, each, 25c; 5 for \$1.10.**

"Nemapeg's" Superior Perennials Are Needed In Every Undertaking Requiring Perennials Plants

"NEMAPEG'S" Superior Perennials

SEMPERVIVUM (House Leek).

S. Tectorum. Broad rosettes, the leaves having reddish brown tips. Flowers deep maroon and pale red. Fine for crevices in the wall or rock garden. Easy to grow. Blooms in July and August. Flower stalks about 10 to 12 inches. Foliage not higher than 2 to 3 inches. Forms dense clumps. The House Leek of our grandmothers' gardens. **Strong plants, 25c each; 5 for \$1.10.**

SIDALCEA (Greek Mallow).

S., Rosy Gem Hybrids. Attractive, erect growing plants, resembling Delphinium. Producing spikes of showy bright rose-colored flowers during June and July. Excellent for the border and cutting garden. 2 to 3 feet high with a branching habit. Will thrive in any garden soil in a sunny spot. **Strong plants, 25c each; 5 for \$1.10.**

SILENE (Catchfly or Campion).

S. Schafta (Autumn Catchfly). A mass of bright pink from July to October. Grows only 4 to 6 inches high and is invaluable in the rockery or low border. Semi-trailing habit. It forms dense foliage clusters, completely studded with showy, well shaped deep pink flowers. A real gem you can't overlook. **Strong plants, 25c each; 5 for \$1.10.**

SPIREA (Goat's Beard; Meadow Sweet).

S. Filipendula hexapetala (Dropwort). Attractive fernlike foliage. Numerous corymbs of white flowers on stems 15 to 18 inches high. Blooms during June and July. Effective in the border. Excellent cut flower. **Strong plants, 25c each; 5 for \$1.10.**

STACHYS (Woundwort).

S. Lanata (Rabbit's Ear). A good edging plant and pleasing supplement for the rockery. Thick, woolly gray leaves from which rise heavy flower spikes of light lilac-blue. Flower stalks 18 inches. Foliage 4 to 6 inches. Blooms during June and July. **Strong plants, 15c each; 8 for \$1.10.**

STATICE (Great Sea Lavender).

S. Dumosa. Dwarf. Valuable plant for the rockery. The best of all the Statice. Produce large sprays of lavender flowers



PYRETHRUM—Painted Daisy

resembling Baby's Breath. Can be dried and used for bouquets. When dried it becomes a clear silvery white. Very hardy. 12 to 18 inches. Blooms in July and August. **Strong field-grown plants, 25c each; 5 for \$1.10.**

THERMOPSIS (Carolina Lupine).

T. Caroliniana. A superb Lupine-like plant attaining 3 to 4 feet. Rich green foliage. The pealike flowers are produced in spikes 8 to 12 inches long. The general appearance is that of an enormous yellow Lupin. Blooms in June and July. A fine perennial for the border. Makes a perfect cut flower. **Strong plants, 25c each; 5 for \$1.10.**

THYMUS (Thyme).

T. Serpyllum coccineum. Only 2 inches high, this splendid plant forms a dense carpet of deep green completely covered with brilliant crimson-scarlet flowers. Foliage fragrant. For crevices, walls, stepping stones, and the rockery. A "flowering rug" for the garden. Blooms in July and August. Evergreen foliage. **Strong plants, 25c each; 5 for \$1.10.**

TROLLIUS (Globeflower).

T. Ledebouri. A superb perennial exceedingly hardy and unusually beautiful. Resembles immense golden Buttercups. Flowers 1½ to 2 inches across, borne on strong upright stalks 2 to 2½ feet tall. Fine for the border and cutting. Deep green finely cut foliage. A stately addition to other plants. Single and semi-double flowers, deep golden yellow. Blooms in June and July. A novel rarity. **Strong plants, 25c each; 5 for \$1.10.**

VALERIANA Officinalis (Hardy Garden Heliotrope). Produces showy heads of rose-tinted white flowers during June and July, with delicious, strong heliotrope fragrance. 3 to 4 feet. Likes a moist spot. Fine for the border. A real cut flower. **Strong plants, 25c each; 5 for \$1.10.**

VERBASCUM (Mullein).

V. Phoeniceum, Nemapeg's Hybrids. A fine and unusual plant for the border or rockery. Growing 18 inches high. Heavy deep green foliage. Graceful spikes in shades ranging from bronze, rose, pink, purple, lavender, brown and white. Blooms in June and July. **Strong plants, 25c each; 5 for \$1.10.** Interesting and charming.

VERONICA (Speedwell).

V. Incana (Candida). A handsome white woolly plant. The numerous deep blue spikes contrast well with the silvery foliage. Useful for edging paths and flower beds. A fine item for the rockery. June and July. 10 to 12 inches. **Strong plants, 25c each; 5 for \$1.10.**

V. Spicata rosea ("Nemapeg's" New Pink Veronica). A newcomer to the veronica family. Like its blue cousin it produces heavy spikes on strong stems. Color varies from a light flesh-pink to a deep salmon. More compact than the blue and shorter in stature, thus eliminating rank and lank appearance. A good plant for the border or rockery. 15 to 18 inches. A profuse bloomer from July till September. **Strong plants, 25c each; 5 for \$1.10.**

V. Amethystina, Royal Blue. A low, compact, bushy speedwell with trailing branches. Very effective in the rockery and low border. Grows only 6 to 8 inches. Beautiful spikes of rich gentian-blue. June and July flowering. Makes a solid mat. A robust and neat appearing plant. **Strong plants, 25c each; 5 for \$1.10.**

"Nemapeg's" Pink Violets

Again we have the good fortune of offering a limited number of plants of this great favorite. A mass of bloom during early spring, with a fair sprinkling of delicate scented violets during the entire summer. Large, pink blooms of great fragrance. **SUPPLY VERY LIMITED! Strong plants, each, 20c; 6 for \$1.10.**



TROLLIUS—Globe Flower

SHIPPING FACTS! All perennials are shipped by Parcel Post whenever possible. Sometimes Railway Express is used. Plants are carefully wrapped in waxed moisture-retaining paper and packed in light, but strong, containers. They arrive as fresh as when dug. On orders for \$1.00 to \$2.00, add 15c for packing and postage. On orders for \$2.00 to \$5.00, add 25c. Orders for \$5.00 or more sent POSTPAID. (These terms apply on perennial plants only.) **POSITIVELY NO ORDER ACCEPTED FOR LESS THAN \$1.00.**

Gardens of "1940" will be the best of all times, when planted with NEMAPEG'S "SURE-TO-LIVE" Result-Satisfying Perennials. Every plant a monument of beauty. **DELAY IS DANGEROUS. PLANT NOW**—knowing that no time is better than the present.

More than often we are called upon to select, what in our opinion, are the most desirable Novelty Perennials for the average flower lover. Of all the Novelties listed, the choice is small. They are all more than desirable. However, the collections on page 2 are complete gardens in themselves, and you can rely upon this selection to give you the "acme" of flower beauty. For descriptions, consult preceding pages.

BETTER GARDENS RESULT WHEN "NEMAPEG'S" SUPERIOR PERENNIALS ARE USED. GREATER BEAUTY! LOWER COST!

"NEMAPEG'S" Old Time Favorites



ACHILLEA, The Pearl

CHOICE PERENNIALS OF STURDY CHARACTER. "Old timers" that reserve for themselves places in everyone's garden. Plants of a truly great heritage.

A wide selection of many very fine varieties. Old stand-bys, grandmother's favorites. ALWAYS IN DEMAND BECAUSE THEY REMAIN EVER POPULAR!

We offer here, strong 2- to 3-year, field-grown plants, vigorous and full of ginger and pep, for only 10c each.

Yes, folks, only 10c each; 12 for \$1.10; 48 for only \$4.00.

Could you purchase anything more beautiful for so small an amount? They live year after year . . . increasing beauty year after year.

"NEMAPEG'S" OLD-FASHIONED PERENNIALS THRIVE!

Your Choice—Pick Them Out!

Any 12 plants in this superb list for only \$1.10. Any 48 plants for only \$4.00! And what a garden you can have for \$4.00.

Order early! Plant early! Perennials may be set from March to December.

ADENOPHORA Liliifolia. A handsome perennial that's in bloom from summer to fall. It produces large, bell-like flowers, similar to the Campanula, on erect stems. Dark blue in color with handsome foliage. For the border, garden or rockery. Grows 1½-2 feet. Likes sun but will also thrive in the shade. **Strong, 2-year plants, 10c each.**

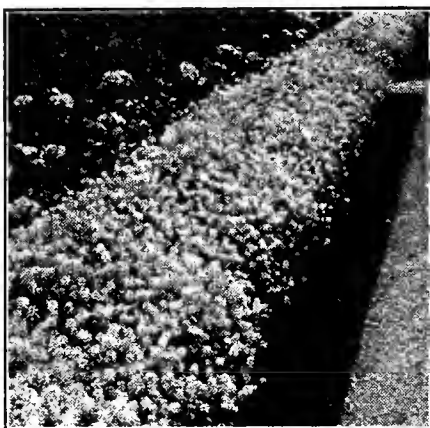
AGERATUM Eupatorium, Blue. For a late fall-blooming flower there is none that surpasses this fine plant. It blooms from August to November and is densely covered with heads of deep blue flowers. Grows 1½-2 feet and is wonderful for cutting. Makes a handsome border plant and is of very easy culture. Likes full sun. **Strong, 2-year plants, 10c each.**

AGROSTEMMA (Mullein Pink). Strong, erect growing plants with silvery foliage. The crimson of the flowers blends well with the leaves. Blooms during June and July and attains 1½-2 feet. Likes sun but will thrive in semi-shade. **Strong, 2-year plants, 10c each.**

ALYSSUM Saxatile compactum (Basket of Gold). A striking, low plant for the border or the rockery. Early in the spring it is covered with bright orange-yellow flowers that are brilliant and colorful. **Only 10c each.**

ANCHUSA (Italian Forget-me-not). Unexcelled for background effect in a border or garden. Attains 3 to 4 feet and produces on strong, erect stalks, large, deep blue flowers of Forget-me-not description. These flowers have no centers but are one color of gorgeous blue. Blooms in May and June. Easy of culture and robust of growth. Likes sun but will thrive in semi-shade. **Strong, 2-year plants, 10c each.**

AQUILEGIA (Columbine). No garden is complete without them. The long-spurred types are beautiful. Every shade of color imaginable. The flowers are very lasting and are good for cutting. This plant likes sun but can also be found in a semi-shady location. Attains 2-2½ feet and blooms during May, June and July. Our strain is one of the finest ever produced. Columbine is appropriate in both the border and garden, as well as the rockery. **Strong, 2-year plants, 10c each.**



ALYSSUM Saxatile

ANTHEMIS (Hardy Marguerite). Daisy-like golden yellow blossoms, from June to August. 2 feet high and good for cutting. Makes a showy border plant. Likes full sun. **2-year plants, 10c each.**

ASTER (Perennial Michaelmas Daisy). Mixed colors. Blooms freely during September and October. Easily grown. Grows 2 to 3 feet. Prefers shady locations. **Strong, 2-year plants, 10c each.**

BAPTISIA Australis (False Indigo). A charming perennial producing blue flowers of Sweet Pea-like form. Blooms in May and attains 2 to 2½ feet. Likes sun. **Strong, 2-year plants, 10c each.**

BLUE SALVIA, Azurea. One of the best hardy blue Salvia grown. Easy to grow and thrives in any soil. Gives long spikes of blue flowers in August and September. A fine cut flower and an unexcelled addition to the border or garden. Grows 3 to 4 feet and forms an elegant background. **Strong, 2-year plants, 10c each.**

CANTERBURY BELLS, Campanula (Cup-and-Saucer Type). A biennial of unsurpassed beauty. Bedecked with large cuplike flowers in June. Grows 2 to 2½ feet. In pink, purple and white. Likes full sun and does best on well-drained soil. Good for cutting. A fine border plant. **Strong plants, ready to bloom, 10c each.**

CENTAUREA Montana (Monstrous Cornflower). An improved variety that grows 2 feet high, bearing deep blue flowers of good size from June to August. Wonderful for cutting. Thrives in any soil, prefers sun. **Strong, 2-year plants, 10c each.**

CHELONE. Beautiful perennial with long spikes of flowers, resembling Pentstemon, or miniature Snapdragons, but are borne on erect stems 2½ to 3 feet high. In bloom constantly. Fine for background effect and cutting. Likes sun. **Strong, 2-year plants, 10c each.**

COREOPSIS. An old-fashioned flower that should be in every garden. Our strain is an improved double, golden yellow variety. A mass of flowers the entire summer. Grows 2½ to 3 feet and likes plenty of sun. Easy of culture, robust of growth. Thrives anywhere. **Strong, 2-year plants, 10c each.**

ACHILLEA, The Pearl. Grows about 2 feet high and from spring to frost is covered with heads of double white flowers. Likes sun.

A. rubra. About 1½-2 feet and bears pink to red flowers in large heads from June to frost. Will thrive in shady locations.

A. ageratum. Grows 1½-2 feet and bears in profusion on erect stems, golden yellow flowers of Milfoil type. Does equally well in sun or shade.

Any of the above in strong, 2-year stock, 10c each.



BAPTISIA Australis

"NEMAPEG'S" Old Time Favorites

DELPHINIUM (Hardy Larkspur). A perennial whose charm and beauty is so pronounced that without it no perennial border or garden is complete. Stately spikes of well-shaped flowers borne on strong, erect stems. No perennial is better for cutting. Does best on good, rich soil well exposed to the sun. Of easy culture; very hardy.

D., Belladonna. Light blue. Perfect flower spikes. Grows 4 to 5 feet. **Strong, 2-year plants, 10c each.**

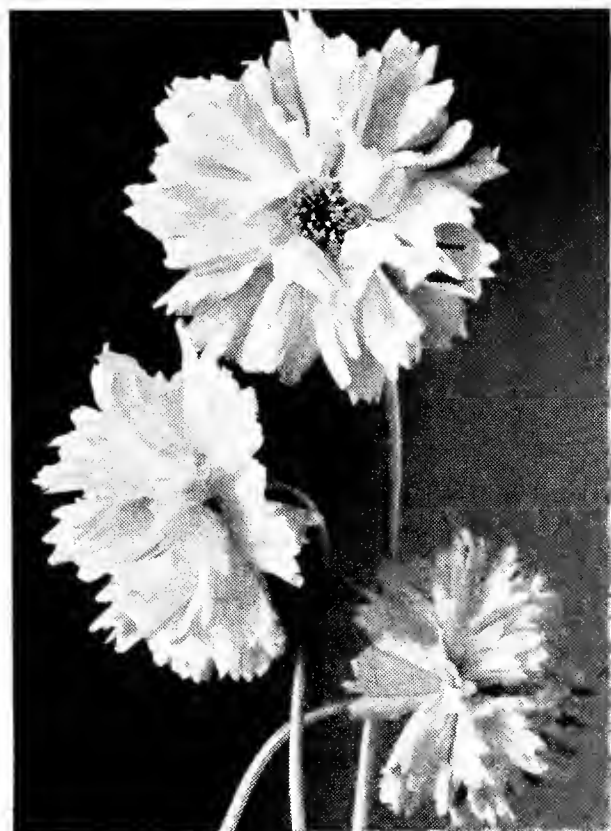
D. Bellamosum. Dark blue. Straight stem. Grows 4 to 5 feet. **Strong, 2-year plants, 10c each.**

DIGITALIS (Foxglove). The beautiful and stately plants enhance the appearance of any garden. They attain a height of 4 to 5 feet and provide a wonderful background for other perennials. The foliage is also a pretty deep green. You must have Foxgloves in your garden or else your collection is incomplete. Will thrive on ordinary soil; robust growers. Like full sun for best results.

D., Giant Shirley. An improved strain of unusually strong, vigorous growth with spikes of enormous blooms, 4 to 5 feet in length. Come in pink, purple, and white. Biennial. **Strong plants of blooming size, 10c each.**

D. grandiflora. Light yellow. Same as the above with the exception that the foliage is narrower and heavier in texture. This is a real perennial and lives year after year. Very hardy. **Strong, 2-year plants, 10c each.**

ECHINOPS (Globe Thistle). Thistle-like foliage. Large round heads of flowers in the shape of perfect globes. Deep blue color and very attractive. Very showy if planted among large rocks or as a background for various foliage plants. Will grow on poorly drained soil and is a handsome perennial. Good for cutting. About 2½ to 3 feet. **Strong, 2-year plants, 10c each.**



COREOPSIS

ERYNGIUM (Sea Holly). Very similar to Echinops with the exception that the flowers are smaller and not so perfectly formed. The foliage and flowers of this striking plant are both steel-blue in color and sparkle and glint with the sun. Does well in location near salt water and in sandy soil. Grows 3 feet tall. **Strong, 2-year plants, 10c each.**

GAILLARDIA (Blanket Flower). Large, blood-red and orange flowers of daisy-like formation, borne on strong stems about 2 to 2½ feet long. One of the most satisfactory perennials for the border or garden. Blooms the entire summer. Wonderful for cutting. The flowers attain a diameter of 2½ inches and come in various formations. Easy to cultivate and will thrive on any soil. Likes plenty of sun. **Strong, 2-year plants, 10c each.**

GYPSOPHILA (Baby's Breath). A dainty perennial producing delicate white flowers. Fine for mixing with other flowers in cut bouquets. Grows 2 to 2½ feet. Of very easy culture and hardy habit. Likes sun. **Strong, 2-year plants, 10c each.**

HELIOPSIS (Golden Daisy). A superb perennial for background effect. Grows 3 to 4 feet, bearing deep rich golden yellow flowers, two inches in diameter. Blooms all summer. Will thrive on any soil and requires no care. A fine cut flower. Resembles greatly Doronicum. **Strong, 2-year plants, 10c each.**

HIBISCUS (Giant Marshmallow). A lover of wet places. Produces flowers 8 to 10 inches in diameter. Large color range. Blooms in late July till frost. Fine for a hedge or background. Grows 5 to 6 feet high. **2-year plants, 10c each.**



HOLLYHOCKS

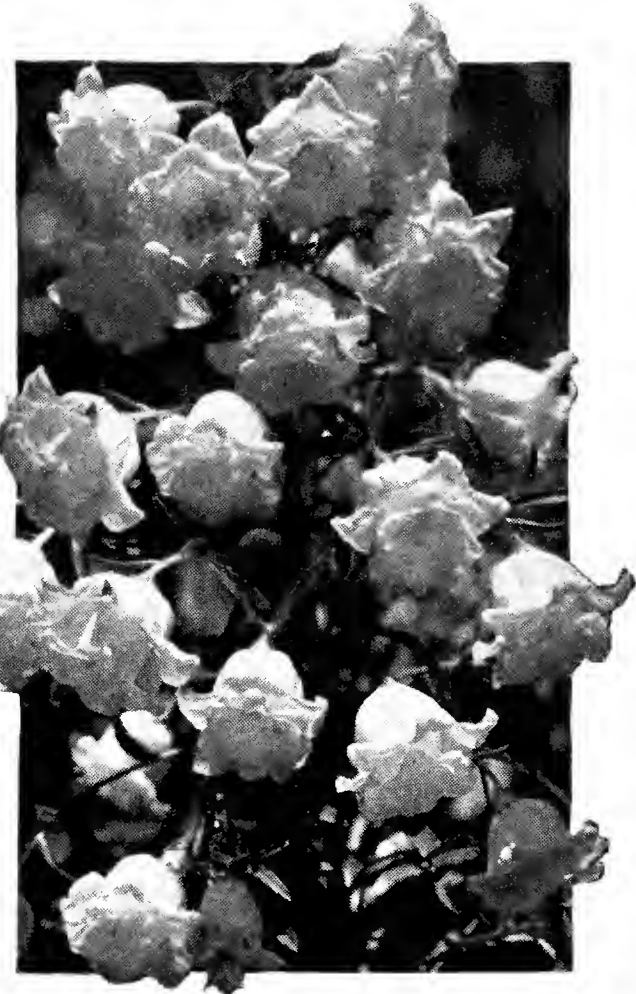
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May We Suggest

That you place your order early so that you may receive the pick of our stock and benefit by early planting? You will be delighted with "NEMAPEG" quality Perennials that reach you in just as fresh a condition as when dug. Every plant 2 to 3 years old and a veteran of at least one blooming season in our nurseries. **IF YOU DESIRE BEAUTIFUL GARDENS TURN TO "NEMAPEG." Every customer a SATISFIED ONE!**

**Don't Gamble!
Buy the Best!
BUY
"NEMAPEG"
Weather-Tested
Stock**



CANTERBURY BELLS

PLANT TODAY The NEMAPEG Way

HOLLYHOCKS. Old favorite, always in demand. We offer the finest double varieties obtainable in yellow, pink, red, maroon, white, salmon and rose. Wonderful bloomers. Plant them along fences, under windows or for background effect. Attains 5 to 6 feet. Will thrive on heavy soil. **Strong, 2-year roots, 10c each.**

LATHYRUS (Perennial Sweet Pea). Showy, free-flowering, hardy perennial climbers for trellis, covering old stumps, fences, walls, etc. Bloom all summer and good for cutting. Mixed colors. Will grow any place not too dry. **Strong, 2-year plants, 10c each.**

"NEMAPEG'S" Old Time Favorites

**PLANT
EARLY
—
ORDER
EARLY**



ORIENTAL POPPIES

LIATRIS (Blazing Star). A bulbous perennial with long spikes of purple and rosy purple flowers from July to September. Grows 5 feet tall, of which nearly $3\frac{1}{2}$ feet consists of the flower spike. A novel plant that attracts and commands attention. Very hardy. Will thrive on rather wet ground and in semi-shade. A background plant, effective in its display. Strong, 2-year bulbous roots, 10c each.

LINUM Perenne (Blue Flax). A beautiful perennial of delicate foliage and pure blue flowers. A real border gem. Very adaptable for the rock garden as well. Grows $1\frac{1}{2}$ feet high and is simply covered with large, heavenly blue flowers of buttercup-like shape. Blooms almost the entire summer. Does well on any soil but seems to prefer that of sandy or light texture. Strong, 2-year plants, 10c each.

LYCHNIS (Rose Campion; Jerusalem Cross). Handsome, hardy perennials of easy culture. Will thrive anywhere.

L. Chalcedonica. Deep red flowers borne on large heads similar to verbenas. Good for cutting, the border or garden. 2 feet. 2-year plants, 10c each.

PENTSTEMON (Beard Tongue). A beautiful perennial plant, producing freely large spikes of handsome, tubular flowers in almost every shade and color. 2 to 3 feet. Will thrive on any garden soil. Likes sun. Strong, 2-year plants, 10c each.

PHLOX. The most appreciated of the perennials. It comes in bloom at a time when flowers are needed in the garden and keeps blooming until frost. Immense trusses of large flowers in all colors. Our stock comprises the best varieties grown and are all of medium height, about 2 to $2\frac{1}{2}$ feet. Phlox likes very heavy soil and plenty of manure. Strong, 2-year plants, 10c each.

PLATYCODON (Japanese Balloon Flower). One of the best hardy perennials, bearing a profusion of large, dark blue, bell-shaped flowers the whole season. Fine for planting in borders or among shrubbery. Thrives in shade or sun. Grows 2 to 3 feet. Strong, 2-year plants, 10c each.

ORIENTAL POPPIES. A brilliant mixture of scarlet-reds with large black blotches. May to June bloom. An "outstanding" addition to your garden gems. 2-year roots, 10c each.

PYRETHRUM (Painted Daisy). Handsome, hardy perennial plants for the herbaceous border; flowers showy and excellent for cutting. Mixed colors, pink and red predominating. Blooms during May and June and grows about 2 to $2\frac{1}{2}$ feet. Thrives in any soil but prefers the sunlight. Strong, 2-year plants, 10c each.

RUDBECKIA (Coneflower). These thrive everywhere, giving a wealth of bloom. Unsurpassed for the border and garden. Fine for cutting. $2\frac{1}{2}$ to 3 feet. Prefer the sun but will grow in semi-shade.

R. purpurea (Giant Purple Coneflower). Large, showy, reddish purple flowers with dark brown disc. Strong, 2-year plants, 10c each.

SHASTA DAISY (Alaska Daisy). Burbank's origination. Extra large flowers of pure white on straight, erect stems, fine for cutting. Makes a dandy border plant. Thrives in any soil; needs little care but plenty of sun. 2 feet. Strong, 2-year plants, 10c each.

STATICE (Sea Lavender). Splendid hardy perennials, producing all summer panicles of small flowers, which can be dried and used for winter bouquets. Unexcelled for the border and rockery. Very easy to grow and will thrive in semi-shady locations.

S. latifolia. Large, deep blue flowers. Grows $1\frac{1}{2}$ to 2 feet.

S. incana. Pinkish blue. Dwarf. Height 1 foot. The above in strong, 2-year plants, 10c each.

STOKESIA (Stokes' Aster). Plants grow about 18 to 24 inches, bearing freely from July to October handsome, Centaurea-like blossoms, each measuring from 3 to 4 inches in diameter and deep blue in color. One of the most desirable plants for the hardy border; fine for cutting. Thrive in common garden soil and will do quite well in semi-shady locations, but best flowers in full sunlight. Strong, 2-year plants, 10c each.

SWEET WILLIAM. One of the finest hardy garden plants; of easy culture, thriving in any good garden soil. Plants grow about $1\frac{1}{2}$ feet high and form fine clumps. Produces fine effects in beds and borders. Blooms June and July. Wants full sun. Mixed colors. Strong, 2-year plants, 10c each.

TRITOMA (Torch Lily or Red Hot Poker). Large spikes of deep red and orange flowers borne on lily-like stems. Good for cutting. Fine for the border and around pools. Grows 2 to $2\frac{1}{2}$ feet. Does well in sandy soil. Strong, 2-year plants, 10c each.

VERONICA (Speedwell). An elegant hardy perennial of easy culture and free-flowering habit. Long spikes of blue flowers from July to September. Resembles a miniature lilac.

V. longifolia. Rich blue flowers, attaining 2 feet.

V. spicata. Bright blue flowers. 18 inches. Fine for border and cutting. Strong, 2-year plants of these for only 10c.

YUCCA (Adam's Needle). A stately perennial with swordlike foliage and tall-branched spikes of large, creamy white flowers during June and July. Attains 6 feet. Fine planted as single specimens or around pools. Will thrive on poor sandy soil. Will do well in the shade. Strong, 3-year plants, 10c each. Must be from 3 to 4 years old before blooming. Foliage is retained during winter and looks attractive among evergreens.



STOKESIA



TRITOMA

"Nemapeg" Is the Sure Road to Planting Success!

Complete Perennial Gardens

**"NEMAPEG"
QUALITY**

Hardy perennials in fine unbeatable collections all ready for planting. Complete in color, beauty and blooming period. Selected for your convenience.

Attain greater planting success by receiving your stock early. Don't delay.

All plants listed at 10c each may also be obtained in heavier field-grown clumps at 25c each or \$2.50 per dozen clumps.

FOR THE CUTTING GARDEN

12 Heavy 2-Year-Old Field-Grown Plants for ONLY **\$1¹⁰**

These Four Extra Super Collections, 48 plants in All, for ONLY \$4.00.

COLLECTION No. 1

- 2 Delphinium. Blue.
- 2 Gaillardia. Red and orange.
- 2 Gypsophila. White.
- 2 Coreopsis. Yellow.
- 2 Painted Daisies. Pink.
- 2 Pentstemon. Mixed.

COLLECTION No. 3

- 2 Anchusa italica. Blue.
- 2 Achillea rubra. Cerise.
- 2 Torch Lilies. Red and orange.
- 2 Achillea, The Pearl. White.
- 2 Foxglove grandiflora. Yellow, spotted.
- 2 Echinacea. Purple.

COLLECTION No. 2

- 2 Liatris. Rosy purple.
- 2 Stokesia. Blue.
- 2 Lychnis viscaria. Pink.
- 2 Shasta Daisy. White.
- 2 Heliopsis. Yellow.
- 2 Adenophora. Lavender.

COLLECTION No. 4

- 2 Veronica. Blue.
- 2 Eupatorium. Blue.
- 2 Garden Heliotrope. Pink and white.
- 2 Lychnis chalcidonica. Red.
- 2 Achillea ageratum. Yellow.
- 2 Chrysanthemums. Yellow, white.

FOR THE BORDER

12 Heavy 2-Year-Old Field-Grown Plants for ONLY **\$1¹⁰**

These Four Extra Super Collections, 48 plants in All, for ONLY \$4.00.

COLLECTION No. 1

- 2 Centaurea. Rich blue.
- 2 Lobelia cardinalis. Red.
- 2 Chrysanthemums. Yellow.
- 2 Sweet William. Pink.
- 2 Yucca. Creamy white.
- 2 Rudbeckia. Purple.

COLLECTION No. 3

- 2 Baptisia. Blue.
- 2 Heliopsis. Orange.
- 2 Centaurea. Yellow.
- 2 Columbine. Mixed.
- 2 Foxgloves. Pink and purple.
- 2 Phlox. Mixed.

COLLECTION No. 2

- 2 Platycodon. Blue.
- 2 Achillea ageratum. Yellow.
- 2 Phlox. Mixed.
- 2 Chelone. Mixed.
- 2 Chrysanthemums. Pink.
- 2 Agrostemma. Crimson.

COLLECTION No. 4

- 2 Canterbury Bells. Pink, white and blue.
- 2 Linum (Blue Flax).
- 2 Hollyhocks. All colors.
- 2 Statice latifolia. Purple.
- 2 Dianthus. Mixed.
- 2 Achillea rubra. Pink and red.

**No Planning Necessary
Here. You Are All Set
to Plant! Do It NOW!**



**Its Always
'BARGAIN DAY'
Down New Market Way**

If you are located nearby, drop in and see us. You are cordially invited to visit our nurseries.

Nemapeg's

WONDER PLANTS for the Rockery

Build Today!



ROCK GARDEN PLANTING

Building a rockery is one of the most fascinating of pastimes. It gives your artistic nature a chance to perform worth-while designs and ornamental layouts. Through your own genius a perfectly glorious spot of natural beauty is transplanted right to your door. A PLEASING, REFRESHING HOBBY INEXPENSIVELY ACCOMPLISHED.

This short list of rock plants is a supplement to the newer varieties to be found in the first pages of this catalog. Combine these old "STANDBYS" with some of the novelties and you will have the most delightful rock garden your heart could desire.

These rock plants cost you only 10c per plant, or 12 for \$1.10, for strong, 2-year stock, worth many, many times as much. Also these plants are very easy to grow, requiring no special care or soil. **YOU CAN BUILD QUITE A ROCK GARDEN WITH THESE PLANTS ALONE! BUILD TODAY!**

ALPINE ASTERS. Colorful plants attaining a height of 6 to 8 inches and covered with exquisite blue flowers of aster-like proportions. Blooms from late May to early July. **Strong, 2-year plants, 10c each.**

ARABIS (Alpine Rock Cress). One of the earliest of the rock plants. About 8 inches and is covered with an abundance of white flowers to late April. Compact and pretty foliage. **Strong, 2-year plants, 10c each.**

ARMERIA Lauchena. Compact tufts of bright green covered with rose-colored flowers. Blooms profusely in May and June and continues to flower throughout the summer. Six inches. **Strong, 2-year plants, 10c each.**

CERASTIUM Tomentosum (Snow-in-Summer). An attractive silver-gray creeper with a mass of white bloom during June. Retains its colorful foliage during the winter. Cerastium will thrive under trees and grow with great success on top of roots, walls, etc. Where grass will not grow, this hardy rock plant will. About 6 inches. **Strong, 2-year plants, only 10c each.**

COLUMBINE (Aquilegia). Your rockery would be incomplete without several long-spurred Columbines to grace its existence. This perennial is very suitable for rockwork and its beautiful foliage and handsome flowers make an inspiring sight. It comes in every shade imaginable. Grows about 1½ to 2½ feet. **Strong, 2-year plants, only 10c each.**

DIANTHUS Caesius (Rock Carnation). The true Cushion Pink. Little solid balls of spiky glaucous foliage. Pink flowers that attain a height of 6 to 8 inches. Very attractive. The flowers are clove-scented. **Strong, 2-year plants, only 10c each.**

HELIANTHEMUM (Rock Rose). A dainty dwarf for the Alpine garden. Low-growing evergreen plant forming broad clumps covered with a mass of boom in pastel colors from pink to clear orange. July to September. Will do well on dry locations. **Strong, 2-year plants, 10c each.**

LYCHNIS Viscaria. Fine tufted plant covered with deep red flowers during the summer months. The deep green grass-like foliage is very showy in the rockery. About 12 inches. **Strong, 2-year plants, only 10c each.**

NEPETA Mussini (Ground Ivy). A valuable everblooming dwarf rock plant producing light blue flowers; it creeps extensively. Has a pungent odor. **Strong, 2-year plants, only 10c each.**

PHLOX Subulata (Ground or Moss Pink). Creeping or tufted species growing in broad mats on dry, rocky hills or sandy banks. An exclusive rock plant. It also does well in the border and can be used for edging or among larger plants, where it soon covers the ground.

P. Rosea. Light pink. **Strong, 2-year plants, only 10c each.**

SAPONARIA. A creeping or trailing hardy rock plant, producing from May until August masses of deep pink flowers widely used in the rockery and trailing from wall. About 8 inches. **Strong, 2-year plants, only 10c each.**

STATICE (Sea Lavender). Unexcelled for rockery, producing all summer panicles of small flowers.

S. Latifolia. Heavy tufts of leathery foliage with large heads of pretty, small, purplish blue flowers.

S. Incana. Pinkish blue; dwarf. Grows about 10 to 12 inches.

The above in strong, 2-year plants, only 10c each.

TUNICA Saxifraga (Coat Flower). A dainty tufted plant with light pink flowers all summer. Forms a regular carpet. Invaluable for the rock garden. **Strong, 2-year plants, only 10c each.**

SEDUM (Stoncrop). A class of plants particularly adapted for carpeting very dry sandy or rocky places in the sun. An invaluable rock gem.

S. Album. 4 to 6 inches high. Native of Northern Asia. Flowers white with red centers.

Thick, waxy, round foliage.

S. Acre. Miniature tufts of dull green. Small, golden flowers. 4 to 6 inches high. Like a moss. Fine for crevice work.

S. Spurium coccineum. A late bloomer. Reddish purple. Foliage turns red in fall. 6 to 8 inches. All Sedums in strong, 2-year plants, only 10c each. No rockery can be built without them.



CERASTIUM



ALPINE ASTERS

NEMAPEG'S

WONDER PLANTS for the Rockery

MAKE 1940 YOUR YEAR FOR PLANTING!

"Sometimes it is hard to get started!" But not hard to start a garden with "NEMAPEG" high quality stock.
So let's get together!

Collection No. 1

- 2 Nepeta. Light blue.
- 2 Phlox Subulata. Pink.
- 2 Alpine Asters. Blue and yellow.
- 2 Arabis. White.
- 2 Columbine. Mixed shades.
- 2 Lychnis Viscaria. Reddish purple.

Collection No. 2

- 2 Dianthus. Pink.
- 2 English Primroses. Yellow.
- 2 Armeria. Red.
- 2 Sedum Album. White.
- 2 Statice Incana. Pinkish blue.
- 2 Sedum Acre. Yellow.

Collection No. 3

- 2 Sedum Spurium. Red.
- 2 Statice Latifolia. Blue.
- 2 Helianthemum. Mixed shades.
- 2 Tunica. Pink.
- 2 Cerastium. White.
- 2 Saponaria. Creeping pink.

(Rock plants listed at 10c each may also be obtained in heavier clumps at 25c each, or \$2.50 for 12 clumps.)

Plant Today - The "Nemapeg" Way

REMEMBER! The earlier you order the earlier you will plant and **THE MORE FLOWERS YOU WILL HAVE!**

"Nemapeg's" OLD STANDBYS in Collections

**12 Strong Plants
for Only \$1.10**

**3 Complete
Collections**

**36 plants \$3.00
for only**



Shipping Facts

All perennials are shipped by Parcel Post whenever possible. Sometimes Railway Express is used. Plants are carefully wrapped in waxed moisture-retaining paper and packed in light, but strong, containers. They arrive as fresh as when dug. On orders for \$1.00 to \$2.00, add 15c for packing and postage. On orders for \$2.00 to \$5.00, add 25c. Orders for \$5.00 or more sent POST-PAID. (These terms apply on perennial plants only.) **POSITIVELY NO ORDER ACCEPTED FOR LESS THAN \$1.00.**

PLANT YOUR ROCKERY NOW — WHY WAIT

These prices are a SPUR TO BUYING! Send us your order, NOW! and have a ready-to-bloom rockery without delay!

"NEMAPEG QUALITY" "MUMS"

THE FAMOUS HARDY EXHIBITION CHRYSANTHEMUMS ARE WELL KNOWN!

They have made FRIENDS everywhere. Acclaimed by all who have purchased them; they again lead the field.

Chrysanthemums have no competitors in the garden. Essentially a fall flower, they bloom when most other plants have gone to rest.

Their variation of bloom is most extensive and their color range a glorious riot.

Easy to Grow! Robust Growers! Prolific Bloomers!

A solid bed of them creates Autumnal Glory. A "FALL FLOWER SHOW! Sprinkle them liberally among evergreens and foundation shrubs for fall color and harmonious effect.



CHRYSANTHEMUM, Mrs. H. E. Kidder

HAVE A FLOWER SHOW OF YOUR OWN THIS FALL! EXHIBITION CHRYSANTHEMUMS Those Large Incurved Varieties, 5 to 7 inches Across

UNAKA. Lavender.
BRONZE UNAKA. Light bronze.
GOLD LODE. Lemon-yellow.
HILDA BERGEN. Red mahogany.
CELESTRA. Deep yellow.
ROSE CHOCHARD. Orchid.
INDIANOLA. Old gold streaked with red and bronze.
SILVER SHEEN. A superb waxy white.
MRS. KIDDER. Best, gleaming orange-yellow.
GOLDEN WAVE. Golden yellow.
PINK CHIEF. Deep pink.
AMBASSADOR. Immense creamy white.
MAJOR BOWES. Deep clear rose.
KEYSTONE. Gigantic blooms, deep bronze.
STATELY WHITE. Very large, snowy white.

No Chrysanthemum has been so much acclaimed as "Nemapeg's." To enjoy such a reputation a plant must have a background.

Purchasers of "Nemapeg" chrysanthemums list the following reasons why they choose these plants:

1. They are recognized as the outstanding hardy outdoor exhibition chrysanthemums of the day.
2. They have won garden prizes and contests for the planter.
3. They are true to name and color and guaranteed to bloom.
4. They produce large, well-formed blooms, 5 to 7 inches across.
5. They are reasonably priced for finest quality of strong plants.

YOUR CHOICE

10 Strong Plants

\$1.40 Post-paid

**A Garden without
Chrysanthemums
Is Incomplete**

Culture of Exhibition "Mums"

First, good soil. Add plenty of manure and fertilizer to your bed. Feed at least once a month after plants are established to get best results. Set plants 10 inches apart both ways. These plants will be single-stemmed stock when shipped to you in the spring. If you want to grow more than one flower on the plant, pinch the top out after the plant has become established. This will make it branch out. Now you can select two or three stems, but no more than three if you want to get large flowers. Tie or stake these to keep the wind from whipping them around. All side growth that appears on these stems should be pinched off so that each of the two or three stems will have no side shoots. By the time the buds are set in the crown or top of each stem the stalks should be about 3 or 4 feet high. When the buds appear, select the center one, if it looks all right and pinch off the rest so that each stem has only one bud. Each stalk will then develop one large flower that should make your neighbors mighty envious. Cover the plants in the winter with straw, hay or leaves. Do not use manure as a cover.

Korean Chrysanthemums

Same culture as Cluster Chrysanthemums.

A rather new introduction into the ranks of fall beauty. Single daisy types. Strong growers, profuse bloomers and hardy beyond conception. One solid mass of bloom from early October till late November. Priceless in the border and most delightful for cutting.

Four choice varieties selected by us as being among the best:

DAPHNE. Salmon-pink. MARS. Red. Semi-double.
CERES. Old gold. APOLLO. Bronze. Very lovely.

Former prices as high as 75c each. Now, Nemapeg offers you 10 strong plants for only \$1.40, postpaid! A worth-while saving!

Thousands of satisfied customers point to Nemapeg 'Mums as the most satisfactory chrysanthemums obtainable. Join their ranks now! You'll thank them!

\$1.40 Post-paid

**A Really
Worth-While
Collection!**



APOLLO

DAPHNE

CERES

"NEMAPEG" CLUSTER Chrysanthemums

These Chrysanthemums will form a bush having anywhere from 10 to 20 stalks. They require the same soil as the exhibition types, but need not be disbudded. The more shoots and buds that are allowed to remain on these plants, the more flowers you will have. You can pinch the tops of the stalks of this Chrysanthemum and thereby increase the size of the plants and number of blooms. Makes a wonderful perennial garden or border plant and will furnish your table with adequate cut flowers. We offer the following well-known varieties that have withstood all tests for hardiness.

Alice Howell. Single bronze Daisy type.

Maple Leaf. Red and yellow Anemone type. High, rounded cushion, 3½ inches in diameter.

Ruth Cumming. Bronze.

Iridescent. Pink suffused with gold and coral.

Lillian Doty. Pink.

White Doty. White.

Bronze Doty. Bronze.

Yellow Doty. Bright orange.

Buckingham. Single pink Daisy type.

Strong, well-rooted plants, 10 for only \$1.40, postpaid.

"NEMAPEG'S" EVERGREENS

For Lasting Beauty

Unusually heavy demands have made inroads on our usually very complete stocks.

However, we are still fortunate in being able to offer the following various sizes in the USUAL HIGH NEMAPEG QUALITY.

It will be most advantageous to you to place your order at once. Prices are steadily rising for this type of material.

HEAVY, WELL-SHAPED AND SHEARED STOCK IN A COMPACT LANDSCAPE SIZE!

Plant Evergreens For Permanency and Lasting Beauty. Plant "NEMAPEG QUALITY HOME-BEAUTIFIERS," the Evergreens That Produce Results!

No reason to deny yourself the pleasure of a well-landscaped home.

"NEMAPEG'S" GROUND RENOVATORS IN A SOLID LANDSCAPE SIZE EASY TO TRANSPLANT, INEXPENSIVE TO BUY, FOREMOST IN RESULTS!

75c each, 8 for ONLY \$5.00.

Golden Plume Cypress. 2½ feet. Soft and dense growth. Feathery foliage tinted a shining gold. A pyramid in form with a heavy base.

Irish Juniper. 2-2½ feet. Tall and columnar with a bluish green cast. Fine wherever space is limited and tall evergreens needed.

Silver Moss Cypress. 2½ feet. Mosslike foliage of a distinct silvery blue. Compact and heavy grower. May be sheared into any shape.

American Arbor-Vitae. 2½ feet. A useful evergreen, almost necessary in every landscape group. Pyramidal in form. Soft, flexible, deep green foliage.

Japanese Yew. 1-1½ feet. Heavy, sheared and pruned. Rich, dark green foliage. Red berries. Semi-spreading.

Retinospora Lutescens. Dwarf Japanese Golden Cypress. Feathery foliage, golden tinted. 12 to 15 inches high, compact, heavy plants.

Andorra Juniper. Remains close to the ground. Gray-green in summer; reddish purple in winter. 1½ to 2 feet.

Canada Hemlock. There is hardly any evergreen that can surpass it in gracefulness and beauty. It has regular conical form. Long, slender, graceful, pendulous branches. Dark green color. Very dense growing tree. 1 to 1½ feet. Prefers a deep, moist loamy soil. Likes the shade or full sun. Will grow well on any ground. Stands heavy shearing.

Globe Arbor-Vitae. 1-1½ feet high. A dwarf globular evergreen of dense growth. Compact round balls of light and dark green foliage.

Swedish Juniper. 2-2½ feet. Similar to the Irish Juniper, but of a wider column and heavier growth. Greenish blue foliage. Makes a solid pillar.



IRISH JUNIPER

How to Plant Evergreens

Evergreens require but ordinary garden soil. A good coating of manure or fertilizer mixed with the soil before planting will greatly enhance their beauty and increase the yearly growth. Set the trees the same depth as they have been growing in the nursery. For trees without ball of soil spread the roots out and downward. Press the soil firmly around the roots and then give the trees a good drink of water. No more watering is needed unless the weather should be very dry and arid. Evergreens can take care of themselves with the bountiful aid of Mother Nature.

"Nemapeg" is a sure sign of "Success."

Note!
Evergreens
Shipped
Express,
Charges
Collect.
Express
Rates
Reduced
25%.

Every tree is a specimen. Well-sheared tops and splendid roots. Will double their size and value in one season, if planted early.

The "Home Beautiful" is acquired by the use of "Nemapeg's" thrifty evergreens.

Successful evergreen plantings—by early ordering and early planting of "Nemapeg's" vigorous, weather-tested, Jersey-grown stock.

Now Is the Best Time To Start

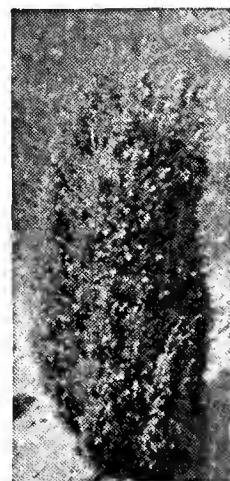
All evergreens are dug and packed for successful transplanting. If a tree needs an earth-ball, it gets it. Let us take care of that part for you. All trees carefully handled.



ANDORRA JUNIPER



GOLDEN PLUME CYPRESS



SWEDISH JUNIPER



HEMLOCK



AM. ARBOR-VITAE

Plant with
Results
NEMAPEG
Jersey
Grown
Vigorous
Stock
SUCCEEDS

**Evergreens
Shipped
Express,
Charges
Collect.
Express
Charges
Reduced
25
Per Cent**

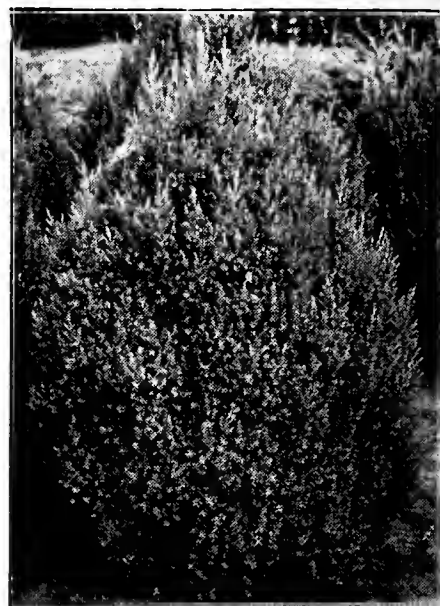
"Nemapeg's" Evergreens

Ten Evergreens for **ONLY \$3.50**. 40c each. A very remarkable buy! Husky specimens 1, 1½ and 2 feet. Priced unusually low for so high quality. Stock up with plenty of these. In a year's time or so you will have some very valuable property.

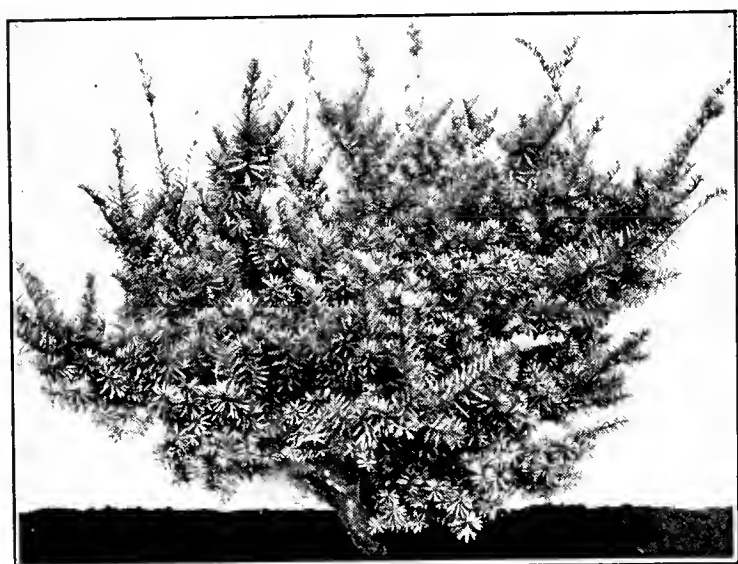
Moss Cypress.
Irish Juniper.
Caroui Juniper. Columnar.
Japanese Red Pine. Fast grower, long needled.
Japanese Cypress.
Fraser Fir. The Balsam family. Flat needles. Pungent odor.
Colorado Spruce.
Greek Juniper. Pyramidal, compact. Blue color.
Andorra Juniper.

Any of these, 40c each.

The Most Economical Way To Buy Is In Lots of 10.
10 husky Evergreens for only \$3.50.



JUNIPER, Stricta



TAXUS cuspidata

NEMAPEG'S *Rockery Builders* **10 for only \$2.00**

Miniature rock Evergreens of distinction. Husky little plants to grace your present rockery or to "start" the new one. Nice, well-developed tops and wonderful roots. Shearing and pruning will keep them any size you desire. "Nemapeg" especially selected stock.

Veitch Blue Moss Cypress.
Juniper Horizontalis. Low creeper.
Andorra Juniper. Compact spreader.
Japanese Spurge. Creeping, green foliage.
Taxus Cuspidata. Spreading Japanese Yew.
Dwarf Golden Cypress.
Juniperus Stricta. Spiny, pyramid of blue.

All Evergreens Shipped by Express,
Charges Collect.
Rates Have Been Reduced 25%.

25c each. Not less than four sold. "Nemapeg's" Rockery Builders can be shipped by parcel post. Add 25c to the total of your order, for packing and postage.

TAXUS Cuspidata Capitata (Upright Japanese Yew)

We have only several hundred very fine specimens to offer in this choice Evergreen. These run 1 to 1½ feet high and 1 to 1½ feet wide. Very compact indeed.

These have been sheared repeatedly to attain a very bushy and solid appearance. They have a fine start for attaining that strictly pyramidal effect so becoming in upright Yews.

Order at least a pair of these superb plants. Upright Yew, 1 to 1½ feet, \$1.50 each; 2 for \$2.75. Taxus is always green, hardy and disease-resistant.

Readily described as the most ancient of trees and the most beautiful. Rich, dark green foliage. Red berries. Heavy, compact, dense growth. An evergreen character.

"Silver Fir" Has No Rival in the Evergreen Kingdom

An "OUTSTANDING" Tree

In a class by itself. Symmetrical and well balanced, from narrow tip to sweeping base. A sparkling blue with wide, soft needles that flash and play in the sunlight. A deep, pleasant pungent odor. A seldom seen tree, still rare. We have several hundred beautiful specimens ready for immediate planting. Only specimens 5 feet and over.

Each ONLY \$5.75, 2 for \$11.00.
(Regular value, \$10.00 each)

Plant a **SILVER FIR** now! A valuable addition to your home. Shipped by Express, charges collect.



SILVER FIR

For Lasting Beauty —

**"Nemapeg's" Blue Spruce Has Made History.
The Two Sizes Listed Are "Real Bargains."**

THE BLUE SPRUCE OF COLORADO



COLORADO BLUE SPRUCE

*Erect
Yet Graceful
Massive
Yet Majestic*

**The King
of
Conifers**

Steely blue foliage, compact and handsome. The "Royal" Evergreen of America.

An offering of superb specimens at less than half their value. Every tree "Nemapeg" finished with a birthright of beauty, vigor, and hardiness.

Buy and plant now! Satisfaction will be yours!

3½-4 ft., each only \$3.75; 2 for \$6.50. (This size has a 3-ft. spread at base.)

4-5 ft. trees, each only \$4.75; pair \$9.00. (This size has a 3- to 3½-ft. spread at base.)

NOW IS THE TIME TO PLANT BLUE SPRUCE!
These are shipped by Express, charges collect. Rates reduced 25%.



GENERAL COLORADO
SPRUCE

GENERAL COLORADO SPRUCE

**EXCLUSIVELY "NEMAPEG"
—the Best In "Evergreens"**

Taken from extensive blocks of Blue Spruce. Greenish blue in appearance, but having the characteristics of the Blue Spruce. Hundreds of fine trees that should be planted —now. Prices comforting!

2½ to 3 feet, each \$1.65; 2 for \$3.00.

3½ to 4 feet, each \$2.55; 2 for \$4.75.

**Shipped by Express, Charges Collect.
Every Tree a Specimen.**

**1940 Means the End of All Unsightly Grounds.
The "Starting Point" Towards Finer Homes.
Help Lead the Parade.**

The Best Hedge is an EVERGREEN HEDGE

**"When once its beauty you have seen,
You'll buy a hedge that's evergreen."**

We offer here the best two varieties of Evergreens for this purpose. These are strong little plants 10 to 12 inch well rooted, with good tops. Set them 1 to 1½ feet apart for correct hedges. Do not trim the first year but every year thereafter. Keep compact and bushy.

AMERICAN ARBOR-VITAE. Soft, flexible, deep green foliage. Fast grower and easily shaped into a very good hedge plant. 10 to 12 inch, well rooted at \$10.00 per 100; 25 at the 100 rate.

CANADA HEMLOCK. Regular conical form. Long, slender, graceful pendulous branches. Dark green color, very dense grower, and thrives in almost any location, in the open or in the shade. Stands heavy shearing. 10 to 12 in, well rooted at \$10.00 per 100; 25 at the 100 rate.

**PLAN AND PLANT AN EVERGREEN
HEDGE TODAY!**

Shipped by express, charges collect.

Mature Specimen HEMLOCKS

CANADA HEMLOCK. 3 to 4 feet, heavy, sheared, dense trees. Each, **ONLY \$2.50.**

CAROLINA HEMLOCK. Resembles a Japanese Yew very much. 3 to 4 feet each, **ONLY \$2.25; 2 for \$4.00.** 4 to 5 feet each, **ONLY \$3.50.**

Hemlocks are among the most beautiful of the Evergreens. Can be sheared to any desired size. Fine for open and shady locations. Hardy and immune to pests and disease.



CANADA HEMLOCK

8 BIG 3-year-old SHRUBS

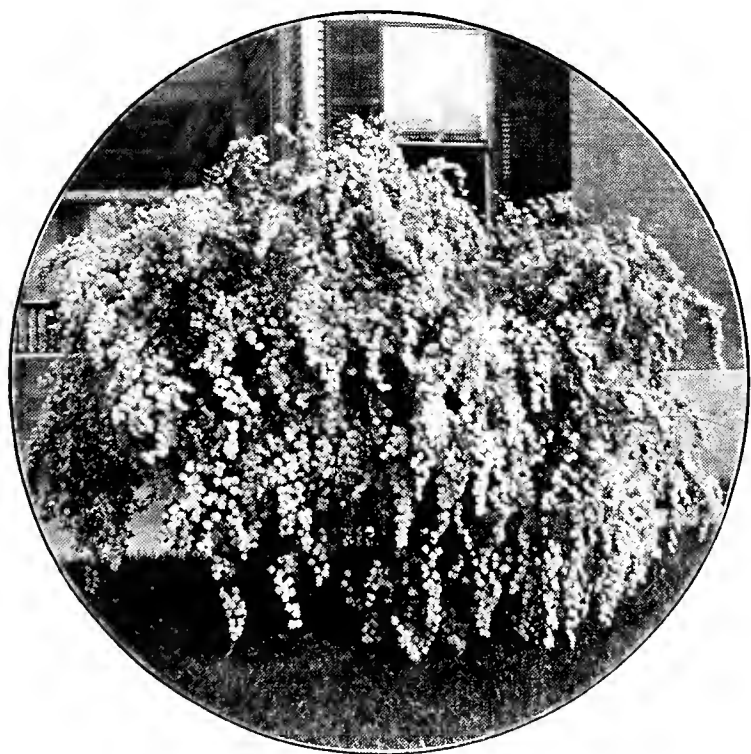
for only \$1.75

Two to three feet and over in selected varieties of the famous Nemapeg "Sure to Grow" quality. Strong tops, heavy roots. Easily transplanted. Vigorous growers.

For Economical
"Beauty Display"
Nothing Can Surpass
Nemapeg's
SUPER HARDY
FLOWERING SHRUBS



HYDRANGEA P. G.



SPIREA VAN HOUTTEI

Shrubs Are Hardy—Easy To Grow!
PRICED LOW!
Fine For Hedges and Screens

SYMPHORICARPOS Vulgaris (Coralberry or Indian Currant). A fine shrub producing in the fall a mass of purple berries that are very decorative. Each, 25c.

FORSYTHIA (Golden Bell). A show in the early spring when the entire plant is covered with a mass of golden yellow bells. Foliage appears after the flowers and is a deep and glossy green; very showy. Each, 25c.

WEIGELA Amabilis. A beautiful shrub, producing in May and June a mass of rose-colored trumpet-shaped flowers. Handsome foliage. Each, 25c.

SPIREA VAN HOUTTEI (Bridalwreath Spirea). Graceful, pendulous branches profusely covered with small, dainty white flowers in May. Each, 25c.

HYDRANGEA PEE-GEE. The well-known white Hydrangea that turns a lovely red in the fall. Large, pointed pyramid-like blooms of immense size produced during July and August. Very showy and very hardy. 2-ft. plants, each, 25c.

DEUTZIA, Pride of Rochester. A beautiful shrub that produces an abundance of double white flowers during June and July. A profuse bloomer. Each, 25c.

HYPERICUM (Shrub St. Johnswort). A handsome plant of a semi-evergreen habit. Produces deep orange-yellow blooms, like stars, in July and August, and sometimes in September. Large, striking flowers. A mass of beauty. Long, narrow, dark green, glossy foliage; semi-evergreen. 3-year plants, 2 to 3 feet, 35c each.

SYRINGA Coronarius (Mock Orange). Fragrant, white flowers in abundance during June. Each, 25c.

THE ENTIRE COLLECTION OF 8 SHRUBS

FOR ONLY \$1.75

Shipped by Express, charges collect.

"NEMAPEG'S"

Ornamental Dogwood
Flowering Crabs

Superb Magnolias
French Lilacs
Japanese Cherries, etc.

Bring YOU the VERY BEST In "BEAUTY DISPLAY!" Every Item Exactly as Described. "NEMAPEG'S" Stock Is Thrifty and Healthy, as Well as THRIFTY TO BUY! Shipped Express, Charges Collect!

BEAUTIFUL DOGWOOD. Pink and white. A lovely sight in May and June when in bloom with gorgeous pink and white flowers. Red fruits or berries in September. A handsome American tree. Strong, husky, well-branched trees, 3 to 3½ feet, each, 79c; 2 for \$1.50.

RED FLOWERING DOGWOOD. This tree is grafted and produces a mass of deep orange-red flowers in May and June. The red berries appear in September. A beautiful ornamental tree all summer and fall. In the fall the entire tree takes on a deep bronzy red appearance. Grafted trees, 2 to 3 ft., each, \$1.50. 3 to 4 ft., each, \$2.50.

DOUBLE FLOWERING CRAB. A very showy tree, handsome in appearance. Grows 15 to 18 feet and is very compact. Each fragrant flower reminds one of a little pink Rose. Flowers followed by showy fruit in the fall. Blooms in May. 1½ to 2 ft. grafted trees, each, \$1.50.

WEeping CHERRY. One of the most beautiful of ornamental trees. A medium grower with long, weeping branches that touch the ground. A mass of deep pink in early spring. Decorative the entire year around. Heavy trees, with weeping branches, 3 to 4 ft., each, \$2.00.

JAPANESE CHERRY, Fugenzo. A beautiful ornamental tree, blooming late in the spring. Exquisite double pink flowers. Heavy trees, 3 to 4 ft., only \$2.00 each.

Nemapeg's Nikko Hydrangeas

Heavy 3-yr. clumps, only \$1.00 each; 2 for \$1.75. 1-yr. plants, 2 for \$1.10.

On sandy soils the color is a deep, vivid blue. On heavier soil the color may vary. Iron shavings or powdered alum will keep the flowers blue, if they should tend to be off-color. The bloom is very large and rotund in appearance. A mass of bloom in June till September. Very hardy. This Hydrangea is beautiful in any color. Likes fertile soil. Feed with bone shavings or bone meal. Any good fertilizer will produce results. Order several of these heavy clumps or plants.

AMERICAN HOLLY. Well known by all of you, this tree is a picture of beauty. Beautiful, glossy green foliage, stiff and waxy. Erect growing with a dense, compact form. Certain trees will produce their great clusters of red berries in the fall, adding again to the magnificent beauty of this native ornamental. We offer strong trees, 1½ to 2 ft., balled and burlapped, for only \$1.50.

JAPANESE HOLLY (Ilex Crenata). Thick, dark lustrous green leaves of variable size, never larger than a Privet. Forms a large, fine bush for permanent planting and does not object to shade. Black berries. Strong, heavy stock, 1 to 1½ ft., only \$1.00.

Genuine Hybrid French Lilacs

Heavy grafted plants, 1 to 2 feet, well budded. In one season's time you will have stock worth \$1.50 to \$2.00 each.

We offer these Lilacs at 85c each or 2 for \$1.50. In the following varieties:

Chas. Joly. Double purplish red.

Mme. Lemoine. Double white.

Waldeck-Rousseau. Semi-double soft pink.

"WHAT A BUY!" (By Express)

MAGNOLIA (Magnolia soulangeana). "Saucer Magnolia." This beautiful tree attains a height of 18 to 20 feet. In the spring the whole tree is a mass of deep pink flowers, spotted purple. These flowers are like immense Tulips and produce a show not soon forgotten. We offer this "beauty" in strong, 2- to 3-ft. trees at \$2.00 each.

M., Glauca (Sweetbay Magnolia). A beautiful tree producing large, fragrant white flowers in May and June. Very showy. Dark, glossy green foliage. Will thrive in moist locations. A good bloomer even when very small. 4 to 5 ft., only \$1.75 each.

RED-LEAVED JAPANESE MAPLES. Fine lawn specimens. Beautiful, dark purple-red foliage; admired wherever seen. Plant in full sunlight to get best results. These trees are grafted and are true red and will remain so. Strong, heavy and well-branched trees, 2½ to 3 feet, only \$3.50 each; 2 for \$6.50. (Shipped by Express, charges collect.)

ENGLISH IVY (Hedera Helix). The most popular of all the Ivies. Very hardy and useful for ground covers, for the rockery or for covering walls. Forms a solid mat. Evergreen the year around. We offer 8 strong plants for only \$1.25, postpaid.

Pachysandra

PACHYSANDRA Terminalis (Japanese Spurge). An evergreen ground cover for unsightly bare spots under trees, along walks and as underplantings for Evergreens. Grows 6 to 9 inches and forms a regular carpet of vivid green all the year around. 15 heavy field-grown plants for only \$1.10, POSTPAID!

Pachysandra thrives best in shade or semi-shade. Does well on very poor soils. A tough and hardy plant for tough locations, but it's perpetually beautiful. In lots of 100 plants at \$5.50, plus 25c for packing and postage. Twice as heavy plants at \$8.00 per 100, plus 35c for packing and postage.

Pachysandra has made show places out of hitherto unsightly spots where nothing else will grow. This is Pachysandra time. Secure yours now!



NIKKO HYDRANGEA

Daphne Cneorum

Is a Plant That You Will Want Several Of!

DAPHNE Cneorum (Garland Flower). No low-growing plant has been more acclaimed nor received with greater enthusiasm than Daphne. It's a low, bushy and compact-spreading shrub, unexcelled for rock work and edging of borders and pools. Large clusters of deep pink, fragrant flowers in May and July. Second crop during September and October. Nothing could be much prettier. 6- to 8-inch spread, each, \$1.25; 2 for \$2.00. 8- to 10-inch spread, each, \$1.50; 2 for \$2.65. Shipped by Express, charges collect.

JAPANESE SNOWBALL (Viburnum tomentosum plicatum). A very dense growing and showy shrub. Firm, round snow-white blooms tightly hugging the branches. Blooms in June and July. Heavy plants, 1½ to 2 ft., each, 65c; 2 for \$1.25, by Express.

SALIX NIOBE (Russian Weeping Willow). Makes a handsome lawn specimen. Light yellow wood, sweeping pendulous branches. We offer trees 2 to 3 ft., each, 79c; 2 for \$1.50. (Shipped by Express. By Parcel Post add 25c to order.) Supply limited.

Japanese Flowering Quince

Scarlet-red flowers, glossy foliage. Blooms during late April and during May. These are grown from cuttings, the only way that you may be assured of the deep red variety. Strong shrubs, 18 to 24 in., 50c each; 3 for \$1.25, by Express.

You will find it more than profitable to buy the "Nemapeg Way." We want you to have the "Best" money can buy. Should you be at a loss what to plant, consult us.

"Get Your Start In"

Nemapeg's Dollar Mart



HYBRID FRENCH LILAC

Superb Offerings Not Exceeding \$1.00. The old saying, "You get only what you pay for," is on its way out. "NEMAPEG'S Mecca of Values changes that to, "PAY LESS! GET MORE!"

A true statement! Here is plant material well worth having. High quality. Splendid selection. The low price of \$1.00. It's all you need.

"BE SMART—SHOP IN NEMAPEG'S DOLLAR MART!"

(The Wise Gardener Knows)

CHOICE HYBRID FRENCH LILACS. 1-1½ feet, grafted on privet understock. Blooming size. In choice mixture of reds, purples, whites and pinks. 3 plants for **ONLY \$1.00.** (By parcel post, add 25c).

CHINESE LILACS. Bush form. A dense shrub, almost shrouded with fragrant purple lilacs. Early bloomer. **Strong plants, 2-3 feet, 3 for \$1.00.** (By parcel post, add 25c).

AZALEA CALENDULACEA. The much heralded "Flame Azalea." Large heads of burnt-orange and red blooms during June and July. Deciduous. Likes sun or shade. Acid soil. **Strong little clumps 1-1½ feet, 3 for \$1.00.** (By parcel post, add 15c).

A. nudiflora. ("Pinxterbloom.") American Azalea producing lovely shell-pink flowers of large size. Also deciduous. May and June. Same culture as the Flame Azalea. **Strong little clumps 1-1½ feet, 3 for \$1.00.** (By parcel post, add 15c).

DOUBLE FLOWERING ALMOND. A beautiful shrub with clusters of deep pink flowers along the branches during early spring. We offer grafted plants on peach understock, many ready to bloom, this year. **Strong stock 1-1½ feet, 3 for \$1.00.** (By parcel post, add 15c). Double Almonds are choice plants.

BEAUTIFUL DOGWOOD. Pink and white. A lovely sight in May and June when in bloom with gorgeous pink and white flowers. Red fruits or berries in September. A handsome American tree. **Strong, husky well branched trees 2-3 feet, 2 for ONLY \$1.00.** (By parcel post, add 25c).

CHOICE HYBRID JAPANESE IRIS. Rainbow mixture of new shades and colors. Immense orchid-like blooms during late June and early July. A fine, hardy plant that should be in every garden. **12 strong plants for ONLY \$1.00.** (By parcel post, add 15c).

BELAMCANDA LILIES. Choice items for border or pool. Orange colored lilies, spotted a chocolate brown are borne in clusters on strong erect stems. July and August. **12 strong plants for ONLY \$1.00.** (By parcel post, add 15c).

ENGLISH COWSLIP (*Primula Vulgaris*). An old favorite in gardens everywhere. Fine for the rockery and the low border. Early spring bloomer. Grows 10 inches. Produces pendent flowers of a golden yellow that grace the plant for over 6 weeks. Usually retailing for 25c each, we offer here strong, transplanted stock. **10 strong plants for ONLY \$1.00.** (By parcel post, add 15c).

KOREAN HYBRID CHRYSANTHEMUMS. In a fine assortment of mixed colors and good varieties. Indispensable for the fall flower garden as a border supplement and for cutting. **10 strong plants for \$1.00.** (By parcel post, add 15c).

PLATYCODON (Japanese Balloon Flower). Pretty perennial producing large bell-shaped blue flowers on strong stalks. Makes a splendid cut flower. From July till October it is a mass of bloom. No plant excels it in hardiness. **15 strong plants for ONLY \$1.00.** (By parcel post, add 15c).

AQUILEGIA (Columbine). This plant is appropriate in both the border and garden, as well as the rockery. Likes sun, but will also thrive in semi-shady spots. The pendent bell variety, as well as the newer long spurred types, are beautiful. Every shade of color imaginable. Blooms during April up to late June. **15 strong plants for ONLY \$1.00.** (By parcel post, add 15c).

CASSIA MARILANDICA (Indian Senna). Racemes of showy orange-yellow flowers during July and August, as well as September. Striking pinnate foliage. A fine border or "background" plant of the easiest culture. 4-5 feet. "Marilandica" is the best for your garden. **12 strong plants for ONLY \$1.00.** (By parcel post, add 15c).

PACHYSANDA Terminalis (Japanese Spurge). An evergreen ground cover for unsightly bare spots under trees, along walks and as underplantings for evergreens. Grows 6 to 9 inches and forms a regular carpet of vivid green all the year around. **15 heavy field-grown plants for only \$1.00.** (Add 15c for postage.)

PIERIS JAPONICA. (Japanese Andromeda). A neat evergreen broad-leaved plant, which develops into a handsome clump. Glossy green foliage. White flowers. We offer a small size fine for rock work or growing on. 6 to 8 inch, stocky, 3 plants for \$1.00. (By parcel post, add 15c).

ILEX OPACA. The well-known American Holly, with glossy spiny leaves and red berries. Makes a beautiful ornamental tree. We offer stocky, little trees 1-1½ feet, 2 for **ONLY \$1.00.** (Add 15c for packing, by parcel post).

ILEX CRENATA (Japanese Holly). A fine plant with small glossy evergreen leaves. Black berries. Fine for borders or the rock garden. Stocky little plants from cuttings. 8 to 10 inches, 4 for \$1.00. (By parcel post, add 15c).



"NEMAPEG'S" *Finer and Better* Azaleas and Rhododendrons

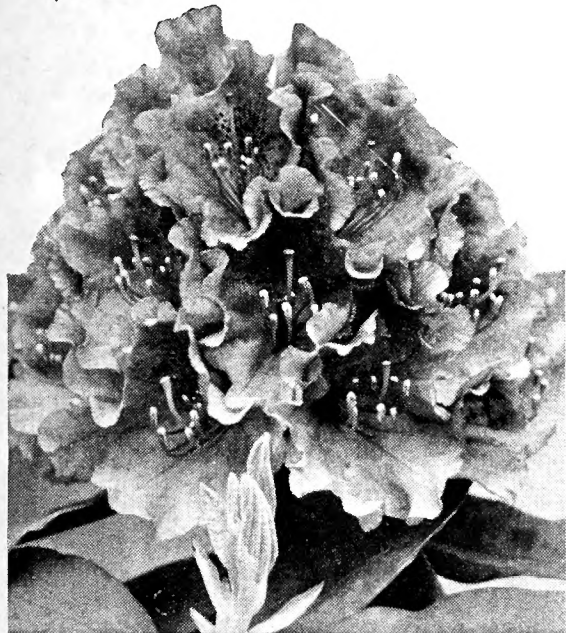
Azaleas are and always have been the joy of every gardener. Their gorgeous beauty, in late spring, cannot be painted in words. It is a "breath-taking" sight.

The plants have a sturdy construction, well able to withstand severe weather. Grow compact and bushy and keep very neat, by judicious pruning and trimming.

"NEMAPEG'S" Finer Azaleas Bring You the Most Joy and Beauty

AZALEA Hinodegiri. (The choice Red Japanese Evergreen Azalea.) The well-known brilliant red blooming sort. A compact growth of glossy, rounded evergreen foliage. A mass of flaming red. Heavy well-formed budded plants as follows: 6-inch spread, each, 87c; 2 for \$1.59. 6- to 8-inch spread, each, \$1.25; 2 for \$2.00.

A. Mollis (Chinese Azalea). Deciduous and very hardy. The flowers appear in May before the leaves unfold. Individual flowers 2 to 3 inches in diameter. Borne in great clusters. Shades of deep orange, as well as salmon and flame. Will stand full sun. Strong, well-budded plants, each, only 87c; 2 for \$1.59.



RHODODENDRON

PRICES ON LARGER RHODODENDRONS UPON REQUEST

THEIR CARE: Rhododendrons and Azaleas prefer a shady location. They will thrive in semi-sun, but do not do so well in full sunlight. They require, for best growth, a soil having an acid reaction. This acidity may be had by adding to your soil either humus, leaf mold or peat moss. About two-thirds of this material to one-third soil. Never lime. Mulch with 2 to 3 inches of any of the three mentioned above, for retaining moisture and acidity around the plants. **YOU WILL HAVE SUCCESS.**

Rhododendrons and Azaleas are shipped by express, charges collect. Rates have been reduced 25%.

A. Schlippenbachi (Chinese Royal Azalea). One of the finest. A deciduous plant producing flowers of large size. Each flower nearly 3 inches across. Each stem carries as many as 8 to 10 flowers in one cluster. A beautiful pale rose. Large foliage, a deep green, tinted bronze. In heavy 6-year-old budded plants, each, only \$2.00. This is a rare variety.

A. Nudiflora (Pinxterbloom). Also deciduous, the flowers appearing before the leaves, in most cases. The coral-pink flowers appear in clusters in May and June. A profuse bloomer and very hardy. Strong clumps, 1 to 1½ ft., each, \$1.00. A fair amount of buds on each plant.

AZALEA Calendulacea ("American Flame Azalea"). Always in demand. Same habit as the Nudiflora with the exception that it blooms after the leaves are set. Produces immense clusters of bloom in June and July. A deep orange, suffused with lemon and salmon. A very, very beautiful Azalea. Strong clumps, 1½-2 feet, well budded, each, ONLY \$1.00.

PIERIS Mariana (Andromeda). Unlike the American and Japanese mountain varieties, this Pieris is not evergreen. It forms a very compact clump, with slender, upright branches that are erect and strong. The flowers are good-sized cups in sprays between the branches. A beautiful white touched with a delicate pink. Has beautiful, glossy green foliage, which turns reddish bronze in the fall. A rare gem that you will not find in very many gardens. Thrives well in the open, as well as the shade. Strong clumps 15-18 in., each, ONLY \$1.00. Shipped, by express, charges collect.

All Azaleas shipped, by express, charges collect.

Better Rhododendrons

Unquestionably PLANTS OF SUPERIOR BEAUTY!

Their bloom and foliage is incomparable. Lovers of shade, they thrive equally well in the open on moist, well-drained ground. Rhododendrons may well be described as "Flowering Evergreens." Their broad-leaved foliage is evergreen. Their clusters of flowers are beyond description. Large clusters measuring from 4 to 6 inches in diameter in rich colors.

If price has hitherto deprived you of the glory of these plants, they are now yours for the asking. Nemapeg brings you **MORE QUALITY FOR LESS MONEY!**

"NEMAPEG'S" THORO-BRED HYBRID RHODODENDRONS — Absolutely the Finest in Rhododendrons! Hybrids are improved plants both in growth and bloom. The only types wherein you may obtain those deep lavenders and dark brick-reds. Usually having commanded a high price in the markets, Nemapeg offers you the following Hybrid Rhododendrons in a mixture of deep lavenders and brick-reds. These are not labeled separately:

Selected Nemapeg Hybrids. 1-1½-2 ft. Many budded. \$1.29 each; 3 for \$3.00.

SPECIAL "NAMED VARIETIES IN HYBRIDS." A limited number of these choice plants in heavy 1-1½ ft. plants, well branched and **HEAVILY BUDDED!** Each, ONLY \$2.00. You will pay as high as \$4.00 to \$5.00 dollars for these elsewhere. **REMEMBER THESE WILL ALL BLOOM FOR YOU THIS SUMMER!**

Mrs. C. S. Sargent. Deep pink.

Dr. Dresselhuys. Aniline-red. **Album Grandiflorum.** White.

Mrs. P. den Ouden. Bright red. **Catawbiense Grandiflorum.** Dark lavender.

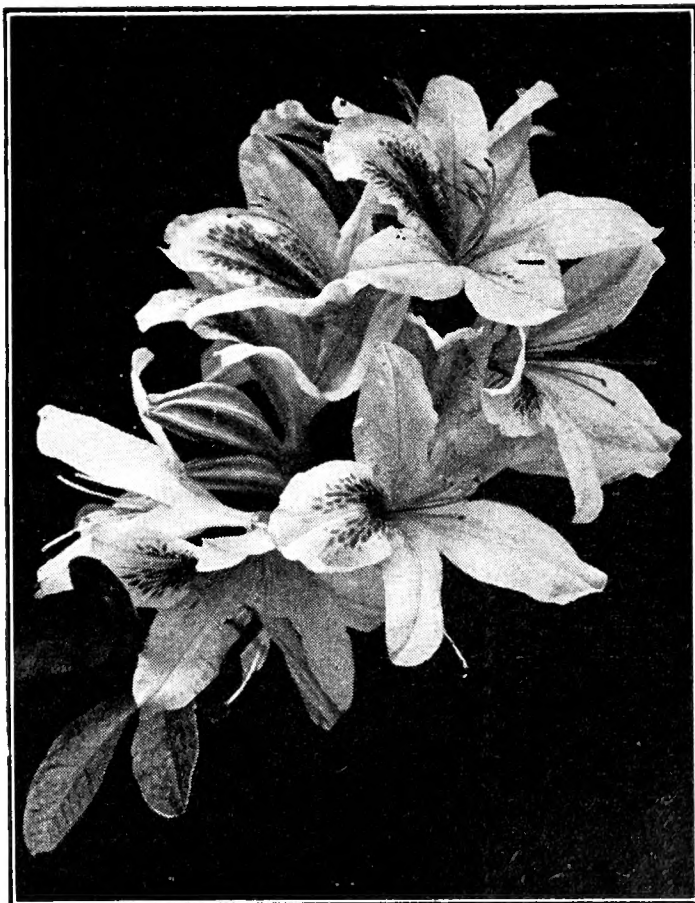
CHOICE AMERICAN TYPE RHODODENDRONS. A limited supply in the following varieties:

Maximum. Pink and white.
Catawbiense. Reddish purple.
Carolinianum. Salmon-pink.

Running 1-1½ feet.

3 for \$1.50

Rhododendrons shipped by express, charges collect.



AZALEA Mollis

"NEMAPEG'S"

Free Flowering Annuals of Merit

For beauty and profusion of bloom all summer long nothing excels Annuals. A constant array of flowers from June until frost. Never a "let-up" or a resting period. They live only one season and actually bloom themselves to death.

Easy to grow! Most inexpensive of all garden items! Always delightful to the eye and so gay in color and variety.

EVERY GARDEN HAS ROOM FOR "NEMAPEG'S" FREE FLOWERING ANNUALS OF MERIT.

A word about "NEMAPEG'S" ANNUALS:

Each variety grown from selected seed.

All mixtures contain many colors.

Every mixture from individual colors blended together to form a perfectly balanced color scheme.

No cheap or inferior mixed seed collections used. Only best known varieties go into Nemapeg's Annuals of Merit.

Grown in cool houses and frames, these Annuals are shipped from April 15 to July 1. All plants graded with utmost care and packed to arrive in A-No. 1 plantable condition. YOU GET THE BEST FOR SO LITTLE MONEY! PLACE YOUR ORDER EARLY!

NEW DOUBLE PETUNIA "Victorious." A glorious "Victory" mixture of rainbow colors. Double and free-flowering. Dwarf in habit. Fancy and brilliant colorings. Fringed, curly petals. IT'S GOT EVERYTHING! The finest double petunia we've ever seen. 20 plants for \$1.00.

PETUNIA, Rosy Morn. The most popular bedding petunia. Dwarf, bushy plants with brilliant rose-colored flowers with white throat. Always in bloom. 35 plants for \$1.00.

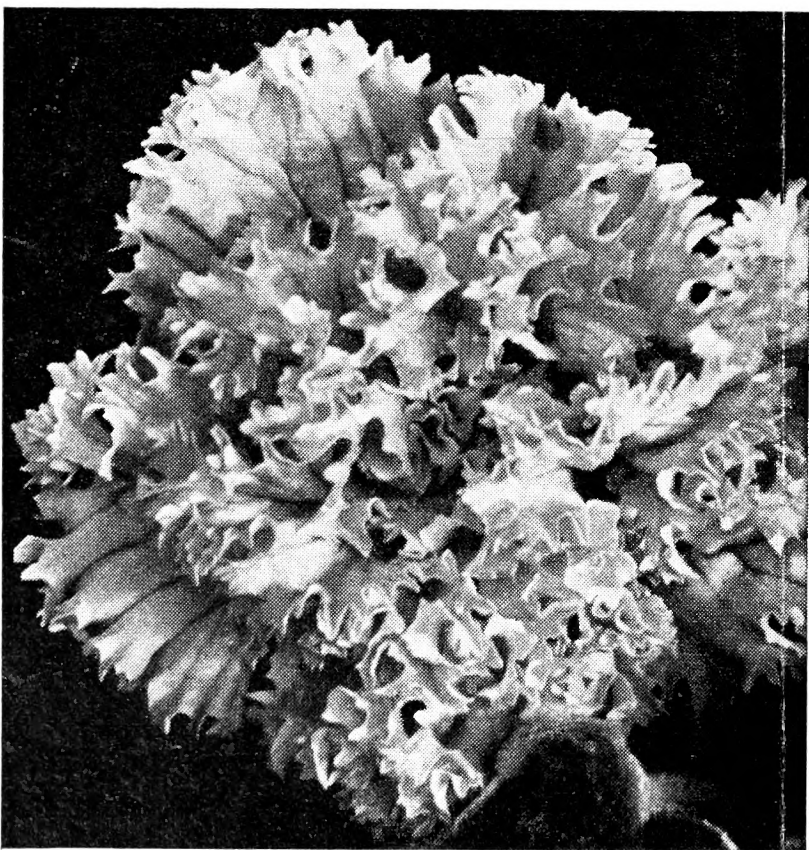
BALCONY PETUNIAS. Dwarf. Mixed colors. Single flowers. 35 plants for \$1.00.

NOVELTY ASTERS, American Beauty. Large incurved blooms borne on stout stems 18 to 24 inches in length. All colors. 50 strong plants only \$1.00.

NOVELTY STOCKS. In a fine rainbow mixture of colors. Wonderful cut flower. Profuse bloomer. 40 plants for \$1.00.

DIMORPHOTHECA (African Daisy). Mixed colors. Plenty of orange and yellow. Splendid for cutting. Grows 12 to 15 inches. 50 plants for \$1.00.

ENGLISH WALLFLOWERS. Beautiful cut flowers, very highly perfumed. Resemble stocks. Heavy, gray-green foliage. Half-hardy perennials. A fine mixture of bronze, yellow and orange. 50 plants for \$1.00.



DOUBLE PETUNIA, Victorious

The "NEMAPEG WAY" is the "SUCCESSFUL WAY"

On orders for \$1.00 to \$2.00 add 15c for packing. On orders for \$2.00 to \$5.00 add 25c. Orders for \$5.00 sent postpaid. This applies only on Annuals, Rock Plants and Perennials, except where noted.



RED SALVIA

ZINNIAS, California Dahlia-Flowered. Immense flowers on straight, heavy stems. Every color imaginable. Profuse bloomers until frost. 40 plants for \$1.00.

SALVIA (Red or Scarlet Sage). An annual that gives a big splash of color. Blooms until frost. Ours is the best strain. 35 plants for \$1.00.

BLUE SALVIA. A fine annual for the cut-flower garden. Long spikes of sky-blue. Deep grey-green foliage. A robust grower. YOU NEED THEM. 35 plants for \$1.00.

SCABIOSA (Mourning Bride). Magnificent annuals of easy culture; invaluable for cutting; also excellent for beds or borders. Choice mixed double varieties. 40 plants for only \$1.00.

SNAPDRAGONS, Novelty Mixture. 6 beautiful colors. Newest creations in giant blooms. All summer until late in fall. 50 strong plants only \$1.00. "NEMAPEG" Snapdragons are famous wherever known.

NEW ANNUAL CANTERBURY BELLS. A beautiful addition to the summer garden. 2-2½ feet with large heads of immense bells. Each plant will produce 4-6 stalks. In a choice mixture of pink, blue and white. 25 plants ONLY \$1.00.

AFRICAN MARIGOLD, "Guinea Gold." Still the most popular cutting sort. A free bloomer of very large double flowers. Also it does not have the objectionable well known Marigold odor. This variety is one of the best for outdoor summer planting. It blooms early and always stays in bloom. None of the newer types seem to do that. 35 strong plants for ONLY \$1.00.

SPECIAL "ANNUALS" OFFER

100 Plants for Only \$2.00

(A garden full of bloom)

Not less than 20 of each variety!
Here is YOUR choice:

Aster, American Beauty
Novelty Stocks
Dimorphotheca
English Wallflowers
Zinnias

Red Salvia
Blue Salvia
Scabiosa
Snapdragons
African Marigold, "Guinea Gold"

(Select any 5 varieties of the above in lots of 20 each. The whole hundred plants for ONLY \$2.00).

SEEDS CAN BE SO DISAPPOINTING! BUY PLANTS! LESS EXPENSIVE! SURE RESULTS! BUY WITH ASSURANCE!

"BUY NEMAPEG"

NEW MARKET PERENNIAL GARDENS

August S. Hoffer
Proprietor and Gen. Mgr.
NEW MARKET, New Jersey

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